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### TECHNOLOGY : POST PRODUCTION

#### Fake Graphics Creates Award-Winning Commercials w/ Bluefish444 & Assimilate

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Fri, 1st, Dec 2006

Fake Graphics Ltd, a leading post-production facility in Helsinki, Finland, is utilizing Bluefish444 HD|FURY and ASSIMILATE SCRATCH to produce commercial spots, music videos and feature film titles for advertising agencies and film production companies.

Many of the advertising campaigns worked on by Fake Graphics utilizing the system have gone on to win several prestigious awards, such as the Golden Grain 2006.

With over a decade of experience, Fake Graphics helps its clients find the best and most advantageous solutions for their needs in visual design, CG animation and post-production. Fake Graphics is especially experienced in visual effects for commercials for clients such as Finnair, Fazer, Nokia and Channel 4.

When investigating systems, Fake Graphics wanted a system that was not an expensive legacy system that required dedicated disk arrays, but instead a system that offered real-time non-compressed playback, that was resolution independent, and which offered the capability to have multiple artists working on a program with the ability to see all the files.

The Bluefish444 HD|FURY offers a hardware capability that post professionals and producers of video features and projects didn't have before - high resolution input and quality output within an easy-to-use data-centric workflow. Combined with ASSIMILATE's SCRATCH data-centric workflow, Fake Graphics now has another tool for building its digital workflow that will streamline and increase productivity for the creative and post processes.

With the SCRATCH/FURY system, Fake Graphics is able to work with its clients in a manner which best meets their needs - they are able to capture material from tape, conform the EDLs provided by the editors, show projects in final form, with color, resolution and edits, as well as easily compare different versions. With quick changes in the edits, Fake offers real-time color grading and can try different color scenarios and offer color grading for the finalized spot, working directly with the client to pick the best choices and discuss alternatives. It also provides means for project data management and allows the in-house team time to review the work in progress and plan the production ahead.

Utilizing the Bluefish HD|Fury in a Windows-based high-performance workstation, Fake Graphics has a means to convert HD video to data for the post process then output again to HD. For commercials, the HD|Fury can be used for input and output. This allows them to take sequences of DPX from the tape, do the color correction within SCRATCH, and then put it back to tape, thus replicating the known method of 'tape to tape' in traditional telecine suites. Fake Graphics primarily uses the HD|Fury board in conjunction with SCRATCH for capturing, conforming, color grading, and mastering of its projects. Additionally, the ability to capture in native DPX format is a big advantage as Fake Graphics can share it with all its departments.

Ville Vaajakallio, Visual Effects Supervisor, states: "The SCRATCH/FURY system offers us a cost efficient, intuitive platform for easy viewing and comparing of versions, edits and color grades, all in real-time. In client driven sessions this helps keep up the dialogue between the client and the CG artists involved."

Weblinks: <http://www.bluefish444.com> <http://www.assimilateinc.com>

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