

PRESS RELEASE



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ASSIMILATE's SCRATCH Supports RED Digital Cinema's Native RED ONE™ Workflow

Saratoga, CA – November 19, 2007– ASSIMILATE™, developer and provider of the **SCRATCH® Digital Intermediate Process Solution**, today announced that SCRATCH supports the native **RED Digital Cinema** workflow with the latest version of SCRATCH (V3.7). Once the REDCODE RAW™.R3D files are loaded into SCRATCH, post-production artists can review, assemble, conform, playback, color correct, finish and output to any format, any resolution, up to and including full 4k.

“ASSIMILATE was one of our very early partners. Our visions of democratization for high quality, feature-rich products are a match,” stated **Ted Schilowitz of RED Digital Cinema**. “SCRATCH provides RED users with a native format finishing tool that supports the full range of RED ONE formats and resolutions to full 4k.”

RED Digital Cinema customer, **Mark L. Pederson at Offhollywood, NYC**, stated, “When we bought SCRATCH, we had no idea RED ONE actually existed or would exist. Now we find ourselves with two of the most powerful tools in digital cinema. We are owners of RED ONE #6 and #7, the very first two production cameras, and we have been shooting non-stop since we got our cameras. The combination of RED ONE and SCRATCH with support for the REDCODE workflow, is simply amazing! We are now betting on this combination to take our company to the next level.”

“The RED ONE digital camera is in demand and shipping, one of the most exciting advances in our industry in decades,” stated **Jeff Edson, CEO, ASSIMILATE**. “SCRATCH started shipping at IBC 2004, driving the wave to a data-centric workflow. Big changes have occurred in filmmaking and post production since then, and the RED ONE digital camera is now at the forefront of taking digital acquisition mainstream. RED ONE offers sharper image clarity along

with time savings and cost savings for users. The digital cinema movement is very real, and RED users worldwide are already creating amazing images and breaking new cinematic ground. Supporting REDCODE RAW natively provides the post production market with a clear choice for workflow, efficiency, and time savings.”

SCRATCH Backgrounder

SCRATCH® Digital Intermediate Process Solution™ is the Essential Mix for a streamlined, easy-to-use, cost-effective, resolution-independent, end-to-end pipeline for creative and post production. A broad spectrum of creative and post artists -- studio and independent filmmakers, large and boutique post houses, animation studios, VFX houses, trailer developers -- benefit from the bottom-line advantages of the digital workflow: increased speed and productivity, ability to easily experiment, quality output to any format, and an up-tick in profits. Whether an imaging project is 2k/4k film, HD/SD, stereoscopic 3D, or digital film, SCRATCH enables your workflow of choice. SCRATCH includes a robust core feature set that includes data management, review/playback, assemble/edit, conform, primary and secondary color grading, multi-layer grading stack, audio, visual effects (enhanced by third-party plug-ins), support for 1D, 3D and customer-developed Look-Up-Tables (LUTs), and final mastering to any format.

About ASSIMILATE

ASSIMILATE™ is transforming post production with its **SCRATCH®** Digital Intermediate Process Solution, the essential mix for a resolution-independent pipeline. Along with data management, SCRATCH features a rich set of DI and post tools for working in any combination of HD, SD, film (2K, 4K and beyond; 3D). ASSIMILATE is committed to empowering the broad spectrum of creative and post professionals with state-of-the-art, easy-to-use, data-centric solutions that deliver optimal price/performance. To learn more about SCRATCH and to access customer case studies, see www.assimilateinc.com

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