

## PRESS RELEASE



Media Contact:

Aggie Frizzell

VP Communications, ASSIMILATE

(425) 503-3036

[aggie@assimilateinc.com](mailto:aggie@assimilateinc.com)

### **Experience the Latest SCRATCH 4.0 Features for Greater Innovation and Creativity at IBC 08**

***See Demos of the SCRATCH-RED 4K Workflow and  
SCRATCH Stereoscopic 3D Workflow;  
See Initial SCRATCH-Adobe Creative Suite 4K Workflow***

**Amsterdam, The Netherlands – September 10, 2008 – IBC 08 (RAI), Stand 7.K01 –** At IBC 08, ASSIMILATE™, developer and provider of the **SCRATCH® Digital Process Solution™**, will demo its latest digital intermediate (DI) and post tools for a real-time, resolution-independent, cost-effective post-production data pipeline. With increasing industry partnerships and new developments in digital camera technologies, the SCRATCH user base has expanded from studio and indie filmmakers, large and boutique post production houses, to include cinematographers, TV and commercial producers, a wide range of imagery artists, as well as the new breed of pre-and-post teams that handle a project on-set, from shooting, editorial, through post production. ASSIMILATE's demonstrations at IBC 08 include its latest version of SCRATCH (4.0), the SCRATCH-RED 4K Workflow, SCRATCH Stereoscopic 3D Workflow, and a first look at the SCRATCH-Adobe® Creative Suite® 4K Workflow.

During IBC 08 at the RAI, also see SCRATCH at the Rorke Data (SAN storage) stand, #7.H49; GenArts (Sapphire plug-ins) stand, 7.K41; and the Bluefish 444 (HD/SD video capture cards) stand, 6.A19; as well as at the RED Digital Cinema User Forum on September 13 at the Debalie theater, [www.debalie.nl](http://www.debalie.nl)

#### **SCRATCH Data Workflows**

ASSIMILATE supports the RED-ONE™ Digital Cinema 4K Camera with the **SCRATCH-RED 4K Workflow**. Once the REDCODE RAW™ .R3D files are loaded into SCRATCH, the DP can take an initial check of the shots before striking the set. Post production teams can easily work with REDCODE native files to review, assemble, conform; do real-time

playback, color correction, and finishing; and output to any format, any resolution, up to and including full 4k.

Filmmakers, imagery artists, and post houses around the world are using the SCRATCH-RED 4K Workflow, including Alacrity, Traktion, Offhollywood, and Technicolor Creative Services/Guerilla Films in the US; Cinemotion, Bulgaria; Sysmic, France; Filmgate, Sweden; PaperBag, Norway; Efe-x, Colombia; and ERU, Mexico to name a few.

ASSIMILATE offers an efficient and powerful **SCRATCH Stereoscopic/3D Digital Workflow** that runs on optimized commodity workstations. The usual real-time SCRATCH tools can be applied, including data management, conform, color grading, preview, dailies, real-time playback, rough cuts, and finishing. SCRATCH was the DI software of choice for Walden Media's "Journey to the Center of the Earth (3D)," 3ality's "U2-3D," and Sysmic's RED-3D short for Euro Disney.

**First Look at SCRATCH-Adobe Creative Suite 4K Workflow:** With the Adobe® Creative Suite® 3 Production Premium software now supporting the 4K REDCODE™ RAW native format, and combined with ASSIMILATE's SCRATCH post-production tools in an integrated 4K data workflow, filmmakers, cinematographers, imagery artists, and TV and commercial producers will be able to maximize their creativity and productivity with results on par with 35mm film quality, while saving time and money.

### **In Praise of the SCRATCH-RED 4K Digital Workflow**

Paper Bag (Norway) and Alacrity Media (US) are two examples of the new crop of pre-and-post teams that handle a project on-set, from shooting, editorial, through post production.

**Fredrik Harreschou, founder of Paper Bag notes,** "We see the combination of the **RED ONE camera and SCRATCH causing a worldwide, grass-roots revolution in filmmaking.** They're changing the way in which high quality films and other imagery projects are made. There are so many indie filmmakers and smaller studios that find the cost of working in 35mm film prohibitive due to the color grading and post production costs, as well as the time required in the traditional, complex post process. And 4K will give a better quality result than HD. This revolution is grabbing hold now and will continue to rapidly grow as more users realize the extraordinary visual impact of 4K and the price/performance value of the two products. It's a dream come true for us, to be at

the forefront of such a dynamic shift in the market, and to digitally create such amazing imagery.”

**Blair Paulsen, founder of Alacrity Media states**, “SCRATCH is a far richer, more powerful tool set than we had ever imagined. Along with the RED camera, **it has truly been a driving force in our business model**. Real-time data post production on-set is the way to go for us and our clients, who always have tight deadlines and need the best quality results possible. Not long ago, superior imagery and quick turnaround were polar opposites. This workflow has changed the rules of the game.”

### **In Praise of the SCRATCH Stereo 3D Workflow**

**Jonas Thaler, VP Post Production at Walden Media, states**, “For ‘Journey to the Center of the Earth (3D)’, we needed a stable stereoscopic 3D digital intermediate workflow. We found that SCRATCH could handle everything we needed from data management for numerous files, to conform, construct, VFX drop-ins, reviews, color grading, and finishing. This is a visually complex movie with all the post production at the bleeding edge of digital technology, and SCRATCH came through for us. The visual impact of this film will wow viewing audiences.”

### **SCRATCH Evolves along with New Formats**

“When we founded ASSIMILATE in 2004, our vision had a specific focus: empower creative professionals with a simplified, data-centric, and completely real-time 2k DI pipeline. This opened the doors to hundreds of independent filmmakers and boutique post houses, worldwide, to create high-quality films on a restricted budget,” says Jeff Edson, CEO at ASSIMILATE. “Since then, digital technology has evolved so that we can give these users even greater visual and creative capability and ease-of-use with real-time 4K and stereoscopic 3D workflows. SCRATCH as a real-time digital workflow has evolved to be a ubiquitous tool, supporting these formats, as well as all other formats such as film, 2K, and HD/SD. Users worldwide now have more choices for creating amazing imagery and breaking new cinematic ground, with SCRATCH as the clear choice for a DI workflow that makes increased efficiency, productivity, and time savings possible.”

### **SCRATCH Backgrounder**

**SCRATCH® Digital Process Solution™** is the essential mix for a streamlined, real-time, 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-production facilities, animation studios, VFX houses, trailer developers, TV and commercial producers -- benefit from the bottom-line advantages of the SCRATCH 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 film, HD/SD, RED ONE 4K, stereoscopic 3D, or 2k/4k digital film, SCRATCH enables your workflow of choice. SCRATCH includes a robust core feature set that includes real-time 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), finishing, and final mastering to any format.

### **About ASSIMILATE**

**ASSIMILATE™** is transforming post production with its **SCRATCH®** Digital Process Solution, the essential mix for a real-time, resolution-independent data 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), RED ONE 4K, and stereoscopic 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 user case studies, see [www.assimilateinc.com](http://www.assimilateinc.com) At IBC 08, visit the ASSIMILATE stand, # 7.K01.

###