

## PRESS RELEASE



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### **Experience Real-Time SCRATCH 4.0 for Greater Innovation and Creativity at NAB 08**

#### **See Demos of the SCRATCH - RED ONE™ Workflow and SCRATCH Stereoscopic 3D Workflow**

**Saratoga, CA – April 2, 2008 – NAB 08 – ASSIMILATE™**, developer and provider of the **SCRATCH Digital Process Solution™**, continues to offer the latest in a real-time DI pipeline for use by all filmmakers and post-production houses. ASSIMILATE today announced that its focus for NAB 08 are demonstrations of its latest version of SCRATCH (V4.0); the SCRATCH FINISHING module; the SCRATCH-RED Digital Workflow; and the SCRATCH Stereoscopic 3D Workflow.

**SCRATCH® supports RED Digital Cinema's native RED ONE™** workflow with the latest version of SCRATCH (V4.0). Once the REDCODE RAW™.R3D files are loaded into SCRATCH, post-production artists can review; assemble; conform; do real-time playback, color correction, and finishing; and output to any format, any resolution, up to and including full 4k.

ASSIMILATE offers an efficient and powerful, production-tested, **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.

#### **In Praise of the RED ONE™ - SCRATCH Digital Workflow**

**Fredrik Harreschou, Founder of production and post house Paper Bag in Norway 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."

**John (Pliny) Eremic, Offhollywood Pictures' Director of Post and Operations,** states, "SCRATCH is new school post; it's what's happening now. For example, it's the only DI software that supports REDCODE native files. And it's built by people who understand both the technology and the business of filmmaking. The upcoming **'Rosencrantz and Guildenstern are Undead' was shot on the RED ONE 4K camera.** We used SCRATCH for pre-grading some of the footage, and we'll use it again for the final color correction in the next upcoming weeks. The result for the viewing audience is amazing visual impact, which is essential for a movie of this nature."

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

**Jonas Thaler, VP Post Production at Walden Media, states,** "For the upcoming **'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."

**Steve Schklair, Founder and CEO of 3ality, states,** "**We teamed with ASSIMILATE for 'U23D'** because we determined that SCRATCH® is the only DI software suite capable of providing 3D screening directly out of the system, and without any additional processing. With its speed, ease of use, and quality results, SCRATCH enabled us to reduce the 3D post process from months or weeks, to days or hours in numerous instances."

### **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 to give these users even greater visual and creative capability and ease-of-use with real-time 4K and stereoscopic 3D workflows. The SCRATCH 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 real-time digital workflow that makes efficiency and time savings possible.”

### **ASSIMILATE Demo Suites**

During NAB 08, ASSIMILATE is conducting several SCRATCH demonstrations at its four demo suites, located at the Renaissance Hotel, a 3 minute walk from the LVCC south hall. Highlights include SCRATCH FINISHING, Stereoscopic 3D workflow, the SCRATCH-RED workflow, new SCRATCH tools, Avid MC, and RED cameras.

To schedule a demonstration, contact [NAB2008@assimilateinc.com](mailto:NAB2008@assimilateinc.com)

### **See SCRATCH throughout NAB 08 Show Floor**

**RED Digital Camera, booth #SL3830:** Complete RED workflow with SCRATCH FINISHING.

**SpeedSix, booth #SL122** SCRATCH FINISHING will be shown with MONSTERS, RAPTORS, and Fluidz.

**MaxVision, booth #SL10605:** SCRATCH PRE-POST system will be shown with the RED ONE camera workflow (RED cameras as well).

**Lasergraphics, booth #SL12105:** SCRATCH FINISHING workflow will be shown connected to Lasergraphics scanner and printer.

**Bluefish, booth #SL7906:** SCRATCH will be shown integrated with LUST 2k for video deliveries.

**Facilis, booth #12111:** SCRATCH will be shown connected to Terabloc shared storage solution including stereo playback.

### **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 -- 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 2k/4k film, HD/SD, RED ONE 4K, stereoscopic 3D, or 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)

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