

PRESS RELEASE



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ASSIMILATE Launches SCRATCH CINE at NAB 08

Virtual Telecine for Projects Shot on the RED™ Digital 4K Cameras

Saratoga, CA – April 8, 2008 – NAB 08 – ASSIMILATE™, developer and provider of the SCRATCH Digital Process Solution™, today introduced **SCRATCH CINE™**, the **virtual telecine for projects shot on RED Digital Cinema cameras**. The SCRATCH CINE software provides filmmakers and post production facilities an affordable entry into a native RED r3d file workflow. Designed exclusively for the RED R3d image file format, SCRATCH® CINE enables users to do the common tasks historically done on very expensive telecine systems, such as tape-based dailies, one-light color grading, color and shot management, or even initial r3d. With SCRATCH CINE, users also have a clear upgrade path to the full file-based color grading, conforming, and data management capabilities of a complete SCRATCH FINISHING system.

“The combination of the SCRATCH CINE workflow and RED cameras is for any filmmaker who’s looking to simultaneously make an awarding winning film with high-intensity imagery and a profit. It’s also for filmmaking and post-production entrepreneurs who are creating a profitable business model with the best and latest technologies for a streamlined, efficient, real-time workflow with price/performance value,” states **Jeff Edson, CEO at ASSIMILATE**.

Ted Schilowitz, “Leader of the Rebellion” at RED Digital Cinema, comments, “We’ve seen a tremendous amount of success with RED shot projects using the SCRATCH solution for high resolution DI finishing. SCRATCH CINE will take that to the next level.

More streamlined, and focused specifically on RED’s native file format, at a breakthrough price point for the type of power and functionality they are bringing to the table. ASSIMILATE was first to embrace the RED workflow, and they continue to maintain their leadership position with this latest release of their software.”

Vinny Hogan, president of Cineworks, states, “We’re one of the early adopters of SCRATCH and have used it for high quality finishing on several indie films. SCRATCH CINE gives indies and other filmmakers another entry point into quality post production. RED users can use SCRATCH CINE for the initial pre-post and we’re here to take on the final finishing. It all adds up to choices for the RED user, increased productivity, and high quality results.”

John (Pliny) Eremic, director of post-production operations at Offhollywood Pictures notes, "We've found that SCRATCH is the only DI software that supports REDCODE native files. We're currently using it for post on 'Rosencrantz and Guildenstern Are Undead', which was shot on the RED ONE 4K camera. Because SCRATCH CINE offers an exclusive avenue of entry to the RED r3d image files, it's a highly useful tool for users looking for greater productivity when working with high-impact imagery."

Brian Gaffney, Vice President/G.M. Technicolor Creative Bridge “We’ve used SCRATCH successfully for on-set services with great results. The real-time preview and play-out capabilities of RED r3d files offers our clients real solutions for dailies workflow. The ability to manage the data and archive projects using the tools within SCRATCH CINE has allowed Technicolor to easily bridge RED 4K camera projects from production to post.”

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 CINE workflow, new SCRATCH tools, Avid MC, and RED cameras.

To schedule a demonstration, contact 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

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