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Scott Anderson, Academy Award(R) winning visual effects supervisor and founder of Digital Sandbox, chose the NVIDIA Quadro(R) FX 4500 SDI by PNY Technologies(R) graphic board as a key component to the Superman Returns DI pipeline and digital workflow. (Photo: David James, Courtesy Warner Bros.)



PARSIPPANY, N.J.--(BUSINESS WIRE)--Scott Anderson, Academy Award® winning visual effects supervisor and founder of Digital Sandbox, chose the NVIDIA Quadro® FX 4500 SDI by PNY Technologies® graphic board as a key component to the *Superman Returns* DI pipeline and digital workflow. *Superman Returns*, the latest blockbuster from Warner Bros., was shot using Panavision's Genesis® Digital Camera System. The unprecedented use of this camera for a major feature film meant that a new digital workflow needed to be established. Anderson used Globalstor's ExtremeStor-DI workstation with the NVIDIA Quadro FX 4500 SDI by PNY Technologies graphic board and ASSIMILATE's SCRATCH™ Data-Centric Workflow Solution as the backbone for the film's digital film-to-film workflow.

"The NVIDIA Quadro FX by PNY product line has really opened up this world of real-time color correction. Combined with ASSIMILATE's SCRATCH, we are now able to perform very high end color work on a robust and affordable platform," said Scott Anderson, Digital Sandbox's founder and President. "Using the NVIDIA Quadro FX 4500 SDI by PNY also allowed us to preview our work in real time on larger format displays. This, combined with real-time laying back of color corrected material to tape, was a timesaver over other processes."

The NVIDIA Quadro 4500 SDI by PNY graphic board, incorporated into ExtremeStor-DI, delivers uncompressed 12 bit HD-SDI in 2K, HD or SD formats allowing full resolution, real-time playback. This real-time capability, along with the portability of the ExtremeStor-DI solution proved to be extremely beneficial for Digital Sandbox.

According to Anderson, "We were able to roll our systems in and co-locate or become embedded with the production. Now we were able to sit right between VFX, post production and editorial, right with the film making team. This gave us the ability to make the changes that the film making team wanted and, with the real-time capabilities of the SCRATCH and the NVIDIA Quadro FX 4500 SDI by PNY solution, we could review them instantly. I think that is really a breakthrough in the last few years with technology."

"The powerful NVIDIA Quadro FX 4500 SDI by PNY graphic board combined with ExtremeStor-DI and SCRATCH was the perfect solution for *Superman Returns* demanding high definition digital intermediate needs," said Jeff Medeiros business development manager, PNY Technologies Inc. "By delivering the highest level of uncompressed content, real-time color correction and HD-SDI output, the Digital

Sandbox team had all the high end features they needed to complete the DI work on time and on budget."

The NVIDIA Quadro FX 4500 SDI by PNY graphic board also made real-time client appraisal possible both in-house and at Hollywood DI where the VFX dailies were viewed. By using the HD-SDI output of the NVIDIA Quadro FX 4500 SDI by PNY graphic board, and connecting it to a Barco 2K DLP projector, Digital Sandbox was able to ensure that what the director, DP and members of the review team were seeing and approving on a daily basis was what the audience would see in the final production on the big screen.

To read additional details on *Superman Returns* profile visit <http://www2.pny.com/pressroom/caseStudies/index.aspx>

### About PNY Technologies, Inc.

Established in 1985, PNY Technologies®, Inc. is a leading supplier and marketer of NVIDIA Quadro® by PNY Technologies professional graphics boards and XLR8™ and Verto®-brand consumer graphics cards. The company also offers a full line of high-end memory upgrade modules, flash media, USB flash drives, portable hard drives and flash peripherals. Headquartered in Parsippany, N.J., PNY maintains facilities in North America

(Santa Clara and Orange County, Calif., Miami, Fla. and Parsippany, N.J.), Europe (Benelux, France, Germany, Italy, Norway, Spain, United Kingdom,) and Asia (Taiwan and China). For more information, please visit <http://www.pny.com>

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