

Lapins Bleus trains French Creative and Post Professionals on SCRATCH

Reflecting the growing user base of ASSIMILATE's SCRATCH® Digital Process Solution in France, Lapins Bleus Professional Training in Paris has installed a SCRATCH system to enhance its knowledge of data-centric workflows and DI. They are now offering intensive, high-level tuition classes to professional editors and colorists.

The French market is serviced directly by the ASSIMILATE team in tandem with Paris-based reseller DI-dea. Their efforts, combined with word-of-mouth about SCRATCH's capabilities and extensive post-production tool set, have created a significant list of users that includes Digital Factory, Quinta Industries, Duboi Color, Escape Studios, LCI Entertainment and Studio L'Equipe.

Whether an imaging project is RED ONE 4K, stereoscopic 3D, film, HD/SD, or 2k/4k digital film, SCRATCH enables the user's workflow of choice. SCRATCH has a robust 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 a variety of formats.

With SCRATCH as the buzzword, Lapins Bleus' technical manager, Farid Radi, talks about the features that impress him, his colleagues, and his clients.

Why SCRATCH? We became interested in SCRATCH to acquire deeper experience and mastery of the new and emerging digital workflows that are becoming so important in modern production and post – like working effectively with RED R3D material, managing data, the application of LUTs, and data-centric DI – all of which SCRATCH is really strong on. Also, SCRATCH's real-time 2K and 4K performance captivated us.

Five-day course: Post-production professionals have to keep themselves at the cutting-edge of the industry. Because of the increasing popularity of SCRATCH in France, we have initiated an intensive SCRATCH course that gives people thorough knowledge of how to use the software for a range of processes



– conforming, color grading and finishing – and how to use the software for a range of processes – conforming, color grading and finishing – and how to integrate SCRATCH into editorial and VFX pipelines.

Tuition: Along with giving a background about ASSIMILATE, and revealing the global success of SCRATCH, our course starts with an overview of the major modules in SCRATCH – CONstruct, Player, Edit, LUT, Scaffolds, Matrix, Guides, Process, and Settings. People then get intensive, practical training about primary and secondary color grading, editing, EDL conforming, how to load and work with R3D files, LUTs and color spaces, as well as SD and HD format conversion and transcoding. We also cover a 3D stereoscopic workflow – how to conform, manage and grade for left and right eyes

Cost-effective: Being a training center, we have to provide the same performance as a post house, but on limited resources. But one of the great things about SCRATCH is that we were able to assemble a fast, powerful and stable system very economically. We have optimized performance from lower-cost components, some of which have not been officially certified for SCRATCH, but they all work extremely well together.

Set-up: Our SCRATCH runs on an over-clocked 4Ghz Nehalem i920 PC, with 6Gb RAM and a Geforce GTX 285 graphics card. The way the software takes advantage of the GPU architecture of the workstation means that SCRATCH's performance is impressively swift. We have 8Tb of RAID storage, and a BlackMagic Decklink Extreme capture card. Color grading is done using the Tangent Wave panel, and we use Eizo ColorEdge or HP Dreamcolor monitors.

RED 4K: We use SCRATCH to test and compare R3D workflows for filmmaking clients. We import, grade, encode and export material at 2K, 3K and 4K, and master to HD and SD. Having compared Avid, Apple and Adobe workflows for RED vis-a-vis SCRATCH, we concluded that SCRATCH remains the optimal solution for RED files and the associated metadata.

Working with ASSIMILATE: The fact that any software problems or missing features get fixed on the next software build is a major bonus. ASSIMILATE'S flexibility, agility, and support are a pleasant surprise as compared to the inertia of the ASSIMILATE's competitors, especially the larger companies.

www.lapins-bleus.com



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