

ASSIMILATE Supports New Reseller: The Studio at B&H

Ty Lowell | 10/22



B&H Photo Video Pro Audio's broadcast & digital cinema division, The Studio, has a new professional showroom in Mid-town Manhattan. The Studio showroom — 1,000 square-foot space inside B&H - is designed for broadcasters, filmmakers, and post-production artists looking for the latest technology and digital solutions. ASSIMILATE(tm) announced today The Studio at B&H as a reseller for its SCRATCH(r) Digital Process Solution. A unique sales and demo venue, The Studio will feature SCRATCH in its private editing suite, which will be available by appointment for workflow demos of stereoscopic 3D, native RED 4K material, HD/SD, film, and other formats.

The Studio

The Studio showroom allows creative professionals to experience the most current products and workflows used in broadcast, digital cinema, and media production. Now in one location, users can get hands-on access to high-end products to compare, demo, and evaluate options for equipping their facilities.

“For well over 35 years, B&H has been a trusted source of photo, video, and audio equipment for consumers. We are expanding this expertise for the broadcast and digital cinema users who are in a dynamic market that requires immediacy, as well as top-notch service and support. The Studio is a first-rate resource for them,” says Brian Hynes, who spearheads marketing for The Studio at B&H.

Jeff Edson, CEO, ASSIMILATE applauds B&H for creating a unique shopping venue for professional filmmakers, broadcasters, and post houses. “Digital cinema is the future of broadcast and filmmaking - it's cost-effective while enabling a broader range of professionals to deliver high quality films, TV episodes, commercials, videos, and more,” says Edson. “B&H is on target in offering these professionals what they need - one-stop shopping in a professional showroom for immediate up-close-and-personal access to products, as well as value-added services.”

stereoscopic 3D, native RED 4K

The Studio's showroom is located at 420 9th Avenue, New York, New York. For more information about The Studio at B&H, or to make an appointment, please call 212.502.6370, or visit <http://www.bhphotovideo.com/thestudio>.

SCRATCH Backgrounder

SCRATCH(r) Digital Process Solution(tm) is the essential mix for a streamlined, real-time, easy-to-

use, cost-effective, resolution-independent, end-to-end pipeline for pre-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, agencies — 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 (2K/4K), HD/SD, RED ONE 4K, or stereoscopic 3D, SCRATCH enables your workflow of choice. SCRATCH includes a robust core feature set that includes real-time data management, review/playback, assemble/edit, conform, 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(tm) is transforming post production of visually complex imagery projects with its SCRATCH(r) Digital Process Solution, the essential mix for a real-time, resolution-dependent 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-production professionals with state-of-the-art, easy-to-use, data-centric solutions that deliver optimal price/performance. To learn more about SCRATCH, see <http://www.assimilateinc.com> For a complete listing of SCRATCH resellers, see <http://www.assimilateinc.com/resellers.html>

About B&H Photo Video Pro Audio

B&H is one of the world's leading retailers of imaging products, serving professionals and consumers for more than 35 years. Also known as "The Professional's Source", B&H carries over 200,000 products ranging from binoculars to broadcast cameras. A long time supporter of the imaging communities, the B&H superstore now offers free events for the public through the B&H Event Space located in Midtown-Manhattan.

For more information about B&H please visit our website at <http://www.bhphotovideo.com>

For a complete listing of free events hosted in the Event Space, visit <http://www.bhphotovideo.com/eventspace>