

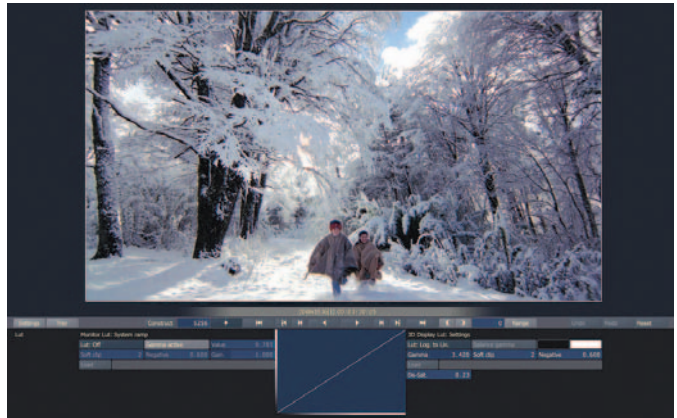
Ensuring that what appears on the cinema screen is what the DP intended - Kodak Display Manager System gets ASSIMILATED

ASSIMILATE, Inc. has formed a distribution partnership with KODAK to deliver support for the KODAK Display Manager System with its SCRATCH Data-Centric Workflow Solution that is used in film post production. The KODAK Display Manager System consists of calibration hardware and proprietary software utilizing KODAK Color Science that adjusts electronic display devices to accurately emulate the look of film. This precise calibration helps to ensure that everyone in the digital postproduction workflow, including studios in different locations, will be able to calibrate their electronic display devices to have the same visual reference of what will eventually appear on screen.

In film postproduction, 3-D look-up tables (LUTs) play a pivotal role in simulating the look of projected print film in a non-film environment. SCRATCH support for KODAK Color Science technology will help customers to hone a project's visual look and will improve collaboration throughout the post process. No matter the project or budget, they all require expert systems to deliver high film quality. By delivering the

KODAK Display Manager System with SCRATCH™, users gain a superior 3-D LUT capability that will enrich and ease the post process.

"Film is an incredibly flexible medium for capturing nuances in images that affect the emotional responses of audiences to stories," says Robert Mayson, general manager and vice president of Image Capture, Kodak's Entertainment Imaging Division. "We designed and developed KODAK Display Manager as a tool to help our customers in the creative community control the integrity of the looks they create right through postproduction. We believe that this alliance with ASSIMILATE will help make the convergence of film origination and hybrid postproduction a more reliable, affordable, and accessible solution for the creative community." Running on high-performance commodity workstations, SCRATCH is a powerful software foundation whose open-architecture, modular feature sets, and image processing tools combine to deliver a streamlined end-to-end DI pipeline solution that empowers creative professionals working on visually



Real-time 3D Look-Up-Tables (LUTs) in SCRATCH. The system provides a uniform 3D color-cube, 16-bit, full tri-linear interpolation LUT to properly display the image as it will be projected in theatres on film.

complex, full resolution, high-quality, long and short-form film productions. SCRATCH's core features include simultaneous, real-time, multi-resolution review/playback, assemble/edit, conform, primary color grading, scratch audio, visual effects (significantly enhanced with over 150 optional plug-ins), and final mastering to film. The Kodak Display Manager System is comprised of proprietary Kodak software utilizing custom 3-D look-up tables (LUTs) allowing CRT, standard- and high-definition monitors, and digital projectors to emulate the look of print film. The

system also consists of an easy to use monitor calibration sensor. The system incorporates KODAK Color Science technology, which emulates the characteristics of each Kodak film and applies it to the display device. The result is accurate representation of what the Kodak negative stock will look like on Kodak print film. Since April, ASSIMILATE ships the KODAK Display Manager System with SCRATCH, giving users the opportunity to receive a copy of the KODAK Display Manager and purchase a license directly from KODAK.

www.kodak.com/go/motion
www.assimilateinc.com

Camcording's a crime in the US and projectionists protected

At a time when it is becoming recognised that movie theft constitutes an ever graver threat to the entire motion picture industry, the US House of Representatives has passed a section (167) of the Family Entertainment and Copyright Act of 2005, which makes the camcording of movies a federal offence and upgrades it from 'misdemeanour' to the more serious criminal grade of 'felony'. Multiple offenders can face up to six years jail and fines. There are special clauses that grant immunity to cinema owners and employees who may detain suspected offenders in good faith, ensuring that they will not face charges of false imprisonment or false arrest. The legislation had earlier been approved by the US Senate, and is now expected to become law when signed by President Bush. The Motion Picture Association of America (MPAA) and National Association of Theatre Owners (NATO) chiefs welcomed the move, and MPAA chief Dan Glickman said that over 90 percent of illegally pirated movies are stolen by people who go to movie theatres and film the movies themselves with camcorders or other recording devices. This legislation will permit theatre operators to combat movie theft at its main source, by intercepting and detaining thieves who attempt to copy movies from cinema screens.

French court rules against copy protected DVDs on appeal

Copy protected DVDs infringe consumer's rights state a French Court.

The Paris Court of Appeal reversed a previous ruling in favour of joint defendants Les Films Alain Sarde and Studio Canal and found in favour of the person bringing the case - who wanted to make a VHS copy of a DVD for his mother who didn't have a DVD player.

The court also said that the defendants had failed in their duty to correctly inform customers that their discs were copy protected.

Damages were awarded against the companies who were given a month to remove the Content Scrambling System (CSS) from their DVDs.

EU copyright laws allow for DRM systems so the ruling may cause conflict.

Consumer group UFC-Que Choisir backed the case through the courts.