

PRESS RELEASE

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ASSIMILATE and Telairity Partner to Deliver First Remote Network for 3D Post Production

Real-time 3D Post Reviews in SCRATCH v.5.1 Anywhere in the World

Las Vegas, NV – April 13, 2010 – NAB 2010 – To meet the exploding demand for post production of 3D features and TV productions around the globe, ASSIMILATE™ and Telairity™ announce the first remote network for 3D post, which enables the immediate exchange of 3D files for real-time or off-line reviews among the clients, talent teams, and post artists – anywhere in the world. The transit of massive 3D files via this remote network results in unprecedented time and budget savings. Additionally, post teams can expand their client base, and clients can hire post talent, with distance not being a factor. NAB 2010 attendees can learn more about this network at Telairity's booth (#SU7526) on the show floor and at the ASSIMILATE demo suites at the Renaissance Hotel.

The 3D Post Remote Review Workflow

Post artists working in SCRATCH v5.1 – conform to color grading to finishing – send two streams of data files – left eye, right eye – to the 3ality 3Play Pro stereoscopic display processor, which creates a single multiplex stream that is sent to the Telairity H.264 encoder for compressing the imagery. From the encoder, an H.264 (MPEG 4) multiplex stream carries the highest-quality imagery over IP to a small set-top box at the client end. The encoder bit-rate can be adjusted at the post end to accommodate the bandwidth at the client end. Clients can then review the files either in real time with the post facility, or offline at their convenience

For off-line reviews, clients can select from the play list, review, and use the HTML remote/review/comment capability in SCRATCH 5.1 to update and tag comments to the content, and return to post. The notes are then fed to and updated in SCRATCH v5.1. This review process is fast and can be repeated as often as necessary for a production.

Bernie Laramie, Producer and COO, Stereoscope Studios: “This 3D remote-review network offers an invaluable solution to us and our clients. It provides a truly colossal leap in productivity for both post production and their clients. It can reduce ten days

work to ten minutes. This solution eliminates the distance limitation so that we can work with post crews everywhere. Production teams work globally today, so this is a brilliant solution for managing 3D client reviews.”

Jeff Edson, CEO, ASSIMILATE: “For high-quality 3D remote review, we’re bringing three top industry vendors together – ASSIMILATE, 3ality, Telairity -- to create an extremely efficient 3D review workflow. The time savings and low cost of this process will rapidly increase the availability of 3D content for theatrical releases and TV productions. “

Ben Silva, senior vice president, world wide sales, Telairity: “Via the Telairity encoder, post houses will be streaming the highest-quality 3D-imagery data to their clients, for true borderless collaboration, in a highly secure, broadcast quality solution. All in 3D, over satellite, IP, or any network type.”

Price and Availability

SCRATCH v5.1 will be available in early May. 3ality 3Play Pro is exclusively offered by ASSIMILATE. Contact ASSIMILATE or a local reseller for a demo and pricing. See www.assimilateinc.com for a list of contact information for direct sales and resellers. For Telairity pricing and delivery see www.telairity.com

About ASSIMILATE

ASSIMILATE™ is transforming post production of visually complex imagery projects with its SCRATCH® Digital Finishing Solution, the essential mix for a real-time, resolution-dependent data workflow. SCRATCH v5.1 moves creative artists into Post 2.0, the next-generation of digital post production tools to achieve the highest level of quality in digital cinema imagery. 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), 3D, RED MX, RED MX3D, and ARRIRAW. 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 www.assimilateinc.com See the latest **SCRATCH user case studies** at <http://www.assimilateinc.com/case.html>

About Telairity

Telairity is a supplier of innovative real-time H.264/AVC (MPEG-4) video compression solutions for broadcasting, post production, backhaul, IPTV, and related markets. The company’s unique video processing technology, based on the Telairity T1P2000 multi-core video processor and associated direct-execution AVClarity video compression software, delivers the industry’s lowest latency and best price/performance for real-time H.264 video encoders today, with unique features like “instant-on” service. For more information visit www.telairity.com