



SCRATCH Press Release

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ASSIMILATE's SCRATCH to Support RED Digital Cinema's New SCARLET Pocket Professional Camera

Saratoga, CA – February 8, 2008 – ASSIMILATE™, developer and provider of the SCRATCH® Digital Intermediate Process Solution, today announced that SCARLET, RED Digital Cinema's new Pocket Professional Digital Cinema Camera to be shown at NAB 08, will be fully supported by SCRATCH upon its release. Complete details will be given at the RED's NAB 08 booth, #SL3820, Las Vegas Convention Center, April 14-17.

ASSIMILATE's SCRATCH currently supports the RED ONE™ Digital Camera, the REDCODE™ workflow, and REDCODE RAW™ native files.

SCRATCH Backgrounder

SCRATCH® Digital Intermediate Process Solution™ is the Essential Mix for a streamlined, easy-to-use, cost-effective, resolution-independent, end-to-end pipeline for creative and post production. A broad spectrum of creative and post artists – studio and independent filmmakers, large and boutique post houses, animation studios, VFX houses, trailer developers - benefit from the bottom-line advantages of its 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 2k/4k film, HD/SD, stereoscopic 3D, or digital film, SCRATCH enables your workflow of choice. SCRATCH includes a robust core feature set that includes 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 any format.

About ASSIMILATE

ASSIMILATE™ is transforming post production with its **SCRATCH®** Digital Intermediate Process Solution, the essential mix for a resolution-independent 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 and beyond; 3D). ASSIMILATE is committed to empowering the broad spectrum of creative and post professionals with state-of-the-art, easy-to-use, data-centric solutions that deliver optimal price/performance. To learn more about SCRATCH and to access customer case studies, see www.assimilateinc.com

SCARLET™, RED ONE™, REDCODE™, and REDCODE RAW™ are all trademarks of RED Digital Cinema.

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