

## PRESS RELEASE

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## **ASSIMILATE Congratulates SCRATCH Users Peter Hjorth and Duboi Films for Palme D’Or Nominations at 2009 Cannes Film Festival**

### ***Projects for Complete Post and Digital Magic at Cannes 2009***

**Saratoga, CA, May 18, 2009** – At the 62nd Cannes Film Festival (May 13 – 24, 2009), several prestigious award nominations and honors are on the roster for filmmakers whose post production companies used the SCRATCH® Digital Process Solution in their digital workflow or visual effects.

### **Two Nominations for the Palme D’Or Award, Feature Films**

ASSIMILATE™ congratulates two SCRATCH users for Palme D’Or nominations at the Cannes Film Festival 2009:

**Peter Hjorth** as VFX Supervisor for Zentropa Productions and Second Unit Director for Lars Von Trier’s highly anticipated “**Antichrist**” (2009).

*Synopsis:* A grieving couple retreat to Eden, their isolated cabin in the woods, where they hope to repair their broken hearts and troubled marriage. But nature takes its course and things go from bad to worse.

**Duboi Films** for the conform and post workflow of Elia Suleiman’s “**The Time That Remains**” (2009).

*Synopsis:* An examination of the creation of the state of Israel in 1948 through to the present day. The film portrays the daily life of Palestinians who remained on their land and were labeled Israeli Arabs, living as a minority in what had been their homeland.

### **Marché Du Film**

ASSIMILATE congratulates **Digital Magic** for its 4K post production of Nagendra Karri’s psychological thriller “**Where are you Sophia?**” that premiered at the 62nd Cannes Film Festival on 13th May’09. The 4K post production of RED ONE 4K material in SCRATCH included conform, color correction, VFX, film out and print. The Marché Du

Film is the most important meeting of professional worldwide, where meetings, negotiations, and deals take place in parallel to the festival.

Synopsis: The true story of a local newspaper columnist from a rural town called Highlands mysteriously disappears and ends up meeting Charlie, a young handsome man from Jersey Shores. She takes him on a journey where he is introduced to the realms of the unknown, which only he can unravel as he faces the mysterious forces in the evil town of Highlands.

### **Screening at Directors' Fortnight**

ASSIMILATE congratulates **Complete Post** for the post production in SCRATCH for Amiel Courtin-Wilson's short documentary "**Cicada**," which has been selected for screening at this year's Cannes Film Festival. Directors' Fortnight at Cannes highlights new talent and screens a selection of original world cinema.

Synopsis: The immersive story of a five-year old child, Daniel P. Jones, who witnessed a murder. Jones confronts the traumatic memory in an incendiary, visceral monologue.

### **Festival's Closing Night Film**

ASSIMILATE congratulates **Duboi Films** for the conform and post workflow in SCRATCH of Jan Kounen's "**Coco Chanel and Igor Stravinsky**," which has been selected as the closing film for the Cannes Film Festival 2009.

Synopsis: Paris 1913: The revolutionary dissonances of Stravinsky's work parallel that of Chanel's radical fashion ideas. She wants to democratize women's fashion; he wants to redefine musical taste. Paris 1920: Following the Russian Revolution, Stravinsky is a penniless refugee living in exile in Paris. Coco is introduced to Stravinsky by Diaghilev, impresario of the Ballets Russes. The attraction between them is instant and electric, and an intense love affair ensues.

"The talent of these filmmakers has earned their nominations and position at this prestigious, global film event. Our goal is to support their talent by giving these artists, and all independent filmmakers, the quality digital tools needed to achieve the vision and look they have for their creative work," said **Jeff Edson, CEO at ASSIMILATE**. "We extend our sincere congratulations to these filmmakers and post production teams for meeting the standards of excellence set by the Cannes Film Festival."

### **SCRATCH Backgrounder**

**SCRATCH® Digital Process Solution™** is the essential mix for a streamlined, real-time, 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-production facilities, animation studios, VFX houses, trailer developers -- 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 2k/4k film, HD/SD, RED ONE 4K, stereoscopic 3D, or digital film, SCRATCH enables your workflow of choice. SCRATCH includes a robust core 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 any format. SCRATCH is a product of ASSIMILATE. Learn more about ASSIMILATE and SCRATCH user stories at [www.assimilateinc.com](http://www.assimilateinc.com)

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