

## **PRESS RELEASE**

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### **Experience SCRATCH Stereoscopic 3D Data Workflow for Greater Ease of Use and Increased Productivity at Dimension 3**

*See demo of 3ality Digital's 3Play Cine, an exclusive ASSIMILATE offering*

**London, United Kingdom – May 28, 2009 – Dimension 3 (Paris), Studio 3, Stand 2 –** ASSIMILATE™, developer and provider of the SCRATCH® Digital Process Solution™, continues to offer the latest advances in real-time DI workflows for use by all filmmakers and post-production houses. ASSIMILATE's demonstrations at Dimension 3 include its latest version of the SCRATCH® Digital Process Solution; **SCRATCH Stereoscopic 3D Workflow; SCRATCH-RED 4K Digital Workflow; SCRATCH FINISHING**, and **3ality Digital's 3Play Cine**. Dimension 3 is June 2 through 4 at the Centre National De La Danse, Paris, France.

#### **3Play Cine – Exclusive Offering from ASSIMILATE**

Working with ASSIMILATE, 3ality Digital Systems has released a unit called the **3Play Cine**. 3Play Cine takes the uncompressed stereo signal from SCRATCH and converts it – in real time – into any of the formats required for the variety of consumer stereo monitors on the market. Designed for post facilities seeking a flexible, professional, and quality stereo monitoring system, 3Play Cine enables playback and review of full-resolution HD stereoscopic material at 1920 x 1080 on a range of monitors – all from a single device. 3Play cine is available now, exclusively from ASSIMILATE, at \$5,000 US.

“Our goal is to enable the post-production community with the viewing of high-quality stereoscopic material at a reasonable price point so that every facility can be involved in this new wave of creativity,” says Jeff Edson, CEO, ASSIMILATE. “3Play Cine is well aligned with SCRATCH, which gives filmmakers and post artists an easy-to-use, real-time 3D workflow for cost-effectively creating vibrant imagery, as well as breaking new cinematic ground.”

### **SCRATCH Stereoscopic 3D Workflow**

SCRATCH offers an efficient and powerful, production-tested, **stereoscopic/3D digital workflow**. The usual real-time SCRATCH tools can be applied, including data management, conform, color grading, preview, dailies, real-time playback, rough cuts, and finishing. SCRATCH is at the center of 3ality Digital's digital workflow, and was used for the post production of its **U2 3D** feature film (2008). Walden Media also used SCRATCH for the post production of its **Journey to the Center of the Earth 3D** (2008).

### **SCRATCH 3D Workshops**

To register for the Pro Workshops and Dimension 3, visit [www.dimension3-expo.com](http://www.dimension3-expo.com)

#### ***Pro Workshops 2.00 – 2.45pm***

- *Tuesday, June 2*

Arnaud Paris from Sysmic Films/LocaRed will discuss the SCRATCH RED STEREOSCOPIC 3D Workflow used for Euro Disney. "SCRATCH proved an astonishing asset on this project," says Paris.

- *Wednesday, June 3*

Philippe Gerard (3Dlized) and Patrick Zucchetta (Doremi) will introduce the 2020 3D Media European Consortium and discuss why SCRATCH has been chosen as the development platform.

- *Thursday, June 4*

ASSIMILATE's Daniel Esperanssa will give an overview of how SCRATCH manages successful stereo projects, presenting dailies, conform, real-time preview, finishing and deliverables.

#### ***D3 conference – Wednesday, June 3, 11.15 a.m. – 12.30 p.m.***

"Improving a post production workflow," featuring Steve Schklair - 3ality Digital Systems and ASSIMILATE (SCRATCH).

### **ASSIMILATE Supports 2020 3D Media European Consortium**

The mission of 2020 3D Media is to research, develop and demonstrate novel forms of compelling entertainment experiences based on new technologies for the capture, production, networked distribution and display of three-dimensional (3D) sound and images. Their goal is to explore and develop novel technologies to support the acquisition, coding, editing, networked distribution, and display of stereoscopic and immersive audiovisual content providing novel forms of compelling entertainment at home or in public spaces. The users of the resulting technologies will be both media industry professionals across the current film, TV and new-media sectors producing program material, as well as the general public. ASSIMILATE's SCRATCH Digital Process Solution has been chosen as the 3D development platform for these endeavors. Learn more about the consortium and membership at <http://www.20203dmedia.eu/>

## **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 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), finishing, support for 1D, 3D and customer-developed Look-Up-Tables (LUTs), and final mastering to any format.

See the latest **SCRATCH user profiles** at <http://www.assimilateinc.com/case.html>: 3ality's **U2 3D**; Walden Media's **Journey to the Center of the Earth 3D**; Technicolor Creative Bridge's **My Bloody Valentine 3D**; 20<sup>th</sup> Century Fox's **Wolverine**; DR&A's **Martina McBride** music video; 8mm Productions, **Alla Udhal**; Caviar; MasterShot Studio; Katabatic Digital; Sonic Films, and more.

## **About ASSIMILATE**

ASSIMILATE™ is transforming post production of visually complex imagery projects with its SCRATCH® 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 [www.assimilateinc.com](http://www.assimilateinc.com)

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