

PRESS RELEASE

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Experience Real-Time SCRATCH Data Workflow for Greater Innovation and Creativity at NAB 09

See Demos of the SCRATCH - RED ONE™ Workflow and SCRATCH Stereoscopic 3D Workflow

Las Vegas, Nevada – April 21, 2008 – NAB 09 – ASSIMILATE™, developer and provider of the **SCRATCH® Digital Process Solution™**, continues to offer the latest advances in real-time digital intermediate (DI) workflows for use by all filmmakers and post-production houses. ASSIMILATE's focus for NAB 09 is demonstrations of its latest version of the SCRATCH® Digital Process Solution; SCRATCH FINISHING module; SCRATCH-RED 4K Digital Workflow; and the SCRATCH Stereoscopic 3D Workflow.

The **SCRATCH-RED 4K Workflow** easily supports RED Digital Cinema's native REDCODE files. Once the REDCODE RAW™.R3D files are loaded into SCRATCH, post-production artists can immediately review; assemble; conform; do real-time playback, color grading, and finishing; and output to any format, any resolution, up to and including full 4K. The SCRATCH-RED workflow is also useful on location, allowing the filmmaker to immediately review shots and shoot more footage if necessary before striking the set.

ASSIMILATE offers an efficient and powerful, production-tested, **stereoscopic/3D digital workflow** that runs on optimized commodity workstations. The usual real-time SCRATCH tools can be applied, including data management, conform, color grading, preview, dailies, real-time playback, rough cuts, and finishing.

In Praise of the SCRATCH-RED 4K Digital Workflow

David Premier, 8mm Productions: "For *Alla Udhal*, we transitioned the RED 4K footage to SCRATCH, used the EDLs in doing the conform and color grading, got the DPX files out, and did the finishing -- all in real time. We were also able to create a variety of deliverables as needed in different formats. With the SCRATCH-RED 4K Workflow, we

have the camera and tool suite to raise the level of quality of Bollywood films -- comparable to 35mm – while working within tight budget constraints.”

Emery Wells, Founder, Katabatic Digital (NYC): “I had an immediate, visceral response to the 4K high-impact imagery the RED camera could produce. I knew this camera had the potential to go head-to-head with the quality of 35mm imagery,” says Wells. “We then needed the right digital finishing pipeline and SCRATCH was the clear answer for our needs. With the combination of the RED camera and working in real-time with SCRATCH, we can deliver high-quality results and eliminate large blocks of time in the post process, which in the realm of TV commercials is huge.” Katabatic’s first-year client roster for 4K post production of **TV commercials includes high-end brands such as Marriott, Pillsbury, Pfizer, MillerCoors, Crisco, KFC, Citibank, CVS/pharmacy, and Rocawear to name a few.**

Colm O’Rourke at Sonic Films: “During the last 18 months, we’ve used SCRATCH extensively. It’s a great grading tool; has the best conform features in the business; is lightening quick with DPX files; converts footage to a wide variety of formats; has the ability to mix DPX files and Quicktimes in the same construct; and has the unique ability to play out RED RAW 4K files to HDCAM SR in real time. I don’t know of any other workflow that offers this high level of versatility and ease of use.” A significant project challenge was **George Michael’s World Tour**, featuring Ditta Von Tease’s burlesque routine projected on huge screens during the concert. Michael’s performance was shot using two RED 4K cameras and SCRATCH was used for the post production.

In Praise of the SCRATCH Stereo 3D Workflow

Jonas Thaler, VP Post Production at Walden Media, states, “For ***Journey to the Center of the Earth 3D***, we needed a stable stereoscopic 3D digital intermediate workflow. We found that SCRATCH could handle everything we needed from data management for numerous files, to conform, construct, VFX drop-ins, reviews, color grading, and finishing. This is a visually complex movie with all the post production at the bleeding edge of digital technology, and SCRATCH came through for us. The visual impact of this film will wow viewing audiences.”

SCRATCH Evolves to Support New Formats

“When we founded ASSIMILATE in 2004, our vision had a specific focus: empower creative professionals with a simplified, data-centric, and completely real-time 2K DI

pipeline. This opened the doors to hundreds of independent filmmakers and boutique post houses, worldwide, to create high-quality imagery projects -- films, trailers, TV episodes, music videos, and commercials -- on a restricted budget,” says Jeff Edson, CEO at ASSIMILATE. “Since then, our digital workflows have had regular updates – based on customer requests and input – to give these users even greater visual and creative capability, as well as ease-of-use with real-time 4K and stereoscopic 3D pipelines. The SCRATCH digital workflow has evolved to be a ubiquitous tool, supporting these formats, as well as all other formats such as film, 2K, and HD/SD. Users worldwide now have more choices for creating vibrant imagery and breaking new cinematic ground, with SCRATCH as the clear choice for a cost-effective, real-time digital workflow that makes efficiency, greater productivity, and time savings possible.”

ASSIMILATE Demo Suites

During NAB 09, ASSIMILATE is conducting several SCRATCH demonstrations at its three demo suites (#730, 732, 739), located at the Renaissance Hotel, a 3 minute walk from the LVCC south hall. Highlights include SCRATCH FINISHING, SCRATCH Stereoscopic 3D Workflow, the SCRATCH-RED 4K Workflow, new SCRATCH tools, and RED cameras.

To schedule a demonstration, contact nacho@assimilateinc.com

See SCRATCH throughout NAB 09 Show Floor

4K Forum, NAB 09 show floor: Lucas Wilson, ASSIMILATE, presents SCRATCH to creative and post professionals for deeper insights into new developments for hardware, software, and display technologies

Adobe Systems, Booth #SL3629MR, SL3329MR, SL3320: See round-trip sharing of the same color information among Adobe Premiere, Adobe After Effects, and SCRATCH

Bluefish, booth #SL7626: SCRATCH will be shown integrated with LUST 2K for video deliveries.

EditShare, booth #SL6420: SCRATCH will be shown on the EditShare shared storage solutions – XStream Series – enabling real-time DPX and RED 4K workflows across DI and non-DI post-production equipment.

Facilis, booth #SL8505: SCRATCH will be shown connected to a Terrablock shared storage solution, including stereo playback.

Rorke Data, Renaissance Hotel suites: SCRATCH will be shown on Rorke’s high-speed storage solutions

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), finishing, and final mastering to any format.

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

See the latest **SCRATCH user profiles** at <http://www.assimilateinc.com/case.html>: 20th Century Fox, *Wolverine*; DR&A (Nashville), Martina McBride; Encore Media, *Lady Antebellum*; 8mm Productions, *Alla Udhai*; Caviar; MasterShot Studio; Technicolor Creative Bridge, *My Bloody Valentine*; Katabatic Digital; Sonic Films, and more.

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