

## **PRESS RELEASE**

Media Contact:

Aggie Frizzell

VP Communications, ASSIMILATE

(425) 503-3036

[aggie@assimilateinc.com](mailto:aggie@assimilateinc.com)



## **ASSIMILATE First to Support Real-Time ARRIRAW Post Workflow at NAB 2010**

### ***ARRI, NVIDIA, and ASSIMILATE Collaborate to Deliver NVIDIA CUDA-enabled Post Workflow***

**Las Vegas, NV – April 12, 2010 – NAB 2010** – At NAB 2010, ASSIMILATE™ announces first real-time support for the native ARRIRAW data files for D-21 and upcoming ALEXA ARRIRAW in the roll out of its SCRATCH® v5.1 Digital Finishing Solution. SCRATCH v5.1 also includes a new plug-in architecture for NVIDIA® CUDA™-based plug-ins. Based on this SCRATCH v.5.1 plug-in architecture, ARRI has written a new CUDA-based plug-in for SCRATCH that allows high-resolution, high-bit depth debayering of ARRIRAW material on an NVIDIA Quadro graphics processing unit (GPU). This powerful combination of digital technology gives creative and post professionals -- filmmakers, studios, post facilities, creative teams, broadcasters, and agencies – the ability to produce high-quality digital cinema projects with highly efficient image processing at lower cost, and within a cost-effective real-time workflow. This workflow is ideal for features, television, commercial, documentary, music video productions, and more. Demos of this workflow are offered during NAB in ASSIMILATE’s demo suites at the Las Vegas Renaissance Hotel.

Out of the gate, the new ARRI ALEXA camera will have support from the proven, high-performance SCRATCH v5.1 data workflow, which for users enables high-impact imagery projects, with no compromise in color depth, resolution, or quality results.

**Jeff Edson, CEO, ASSIMILATE:** “The DNA of the digital cinema revolution is affordable high performance, high quality results, and a high quality master for multiple deliverables. With the ALEXA camera introduction, ARRI is bringing its world-renowned camera technology and expertise to the broader base of creative professionals. With the combination of ALEXA, SCRATCH, and NVIDIA CUDA image processing, creative and post pros can be assured of high quality in; high quality out.”

**Adrian Widera, strategic and business development, ARRI:** “We partner with leading-industry vendors like ASSIMILATE to ensure that users of ARRI cameras have top-level support from shoot to finish. Users will be able to utilize the full potential of our digital cameras with native ARRIRAW support.”

**Andrew Cresci, general manager, vertical markets, NVIDIA:** “The CUDA parallel processing architecture is a tremendous enabler of digital cinema workflow solutions like SCRATCH. The ARRI/SCRATCH workflow is another excellent example of how developers and ISVs continue to embrace and leverage NVIDIA technology.”

### **ASSIMILATE Demo Suites**

During NAB 2010, ASSIMILATE will demo its SCRATCH workflows at its three demo suites located at the Renaissance Hotel (#730, 732, 739), directly across from the LVCC south hall. Highlights include ALEXA/SCRATCH CUDA-enabled workflow, SCRATCH 3D, RED MX-3D, and RED MX data workflows; workflows for mixed formats (film, HD/SD, data); as well as finishing and compositing. **To schedule a demonstration**, contact [nacho@assimilateinc.com](mailto:nacho@assimilateinc.com) or [clint@assimilateinc.com](mailto:clint@assimilateinc.com)

### **Price and Availability**

SCRATCH v5.1 will be available in early May. Contact ASSIMILATE or a local reseller for a demo and pricing. See [www.assimilateinc.com](http://www.assimilateinc.com) for a list of contact information for direct sales and resellers. For delivery and pricing of the ALEXA camera, see [www.ARRI.de](http://www.ARRI.de).

### **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, and RED MX3D. 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) See the latest **SCRATCH user case studies** at <http://www.assimilateinc.com/case.html>

### **ARRI ALEXA Backgrounder**

ALEXA is a compact, light-weight and affordable digital camera that redefines the limits of motion picture capture with ultra-fast workflows and image quality akin to 35mm film. From major motion pictures and high-end dramas to commercials, music videos and mainstream TV, ALEXA is ideal for wide variety of applications and budgets. Learn more at [www.arri.de](http://www.arri.de)

### **Nvidia CUDA Backgrounder**

CUDA is NVIDIA's parallel computing architecture that enables dramatic increases in computing performance by harnessing the power of the GPU. Learn more at [www.nvidia.com](http://www.nvidia.com)