

PRESS RELEASE



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ASSIMILATE Ignites RED 4K Workflow with New ROCKET FUEL

ASSIMILATE's ROCKET FUEL Bundle: RED ROCKET, Quadro FX3800 SDI Board, and SCRATCH CINE v5.0 Workflow

October 15, 2009, REDucation, Los Angeles, CA – Today at the REDucation Community Day in Los Angeles, CA (Los Angeles Center Studios), ASSIMILATE™ announced its new, ROCKET FUEL bundle that includes the needed tools for real-time ingest, conform, delivery and output of RED ONE™ 4K digital camera material. Created specifically for cost-sensitive indies, filmmakers, and post-production facilities, and priced aggressively at \$10,999 USD, ASSIMILATE's ROCKET FUEL includes an Nvidia Quadro FX3800 SDI board, RED's RED Rocket card, and ASSIMILATE's SCRATCH® CINE 4K post workflow.

The first integrated product solution to support RED ROCKET, and offered exclusively by ASSIMILATE, the ROCKET FUEL bundle, along with a PC-based workstation, gives anyone working with RED 4K material the following workflow functionality:

- Tape dailies to a variety of formats, from NTSC and PAL, up to dual-link 2048x1080
- Screening in virtually all formats
- Accelerated data output to Quicktime and file sequences
- Quality check (QC) for on-set and for post dailies
- R3D conform from editorial EDLs
- Pan/Scan and Output in real time, with animated curves
- Set-up for SCRATCH FINISH - a low-cost method of getting timelines set-up for migrating to FINISH for final mastering and delivery
- Set-up and transcode for DI - a low cost method of getting timelines set-up and rendered for migrating to other DI systems.

All this functionality, and more, is from full-resolution, uncompressed, fully debayered and demosaiced 4K. Fully tested, SCRATCH CINE v5.0 is a native 64-bit application with Win7 x 64 as the operating system.

“The big news here is that with ROCKET FUEL, we’ve created a highly affordable option for boosting the performance of 4K that didn’t exist until today. Aggressively priced – at half the cost of SCRATCH CINE alone – it’s the first product bundle for RED ROCKET that meets the needs of the PC user,” **says Jeff Edson, CEO at ASSIMILATE.** “When considering the overall cost of a 4K workflow, this is a huge win for all filmmakers and post houses who can now afford the essential tools to push the performance of their 4K tools to the outer limits and achieve high quality output comparable to 35mm.”

As RED’s first partner for a 4K post workflow, ASSIMILATE set the post-production standard with SCRATCH for the needed real-time 4K post workflows – simplified ingest of native REDCODE files, streamlined end-to-end workflow, conform, color grading, finishing and mastering. “We’ve earned our stripes as the go-to vendor for 4K post workflows,” says **Lucas Wilson, ASSIMILATE Director of Business Development.** “We’re ‘out in the field’ every day, working side by side or over-the-phone with users to ensure their 4K workflows are optimized and running smoothly. If they’re not yet working in 4K, the ROCKET FUEL bundle is a nice incentive to move to a powerful 4K workflow, create amazing imagery, and stay competitive in the marketplace.”

Price and Availability

Available in late October, ASSIMILATE’s ROCKET FUEL is priced at \$10,999 USD. The ROCKET FUEL bundle includes SCRATCH CINE, an Nvidia Quadro FX3800 SDI board, and RED Digital Camera’s RED ROCKET card. To purchase ROCKET FUEL, contact ASSIMILATE or your local SCRATCH reseller. To learn more about ROCKET FUEL, SCRATCH CINE, and reseller contact details, see www.assimilateinc.com

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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-independent data pipeline. Along with data management, the SCRATCH software 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 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 user case studies, see www.assimilateinc.com