

## PRESS RELEASE



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## SCRATCH ENERGIZES LONDON

ASSIMILATE adds to Soho user base, signs new Channel Partner,  
and announces upcoming event

**October 27th, 2009, London** -- ASSIMILATE™, developer and provider of the SCRATCH Digital Process Solution™, has announced increased sales success in London, to post production companies MFX-London and 179 Ltd, the appointment of CWPro as a reseller partner for the UK, and a new cooperation with projectiondesign, manufacturer of high-performance projectors for post production, which will see ASSIMILATE showcase its recently-launched ROCKET FUEL bundle for optimised RED ONE™ 4K workflow, in conjunction with projectiondesign's new cineo projectors, at a special event in Soho on October 29th.

### **Continuing Success:**

VFX and DI post production boutique MFX-London has purchased SCRATCH as its flagship VFX review, conform, grading and deliverables system. The company's Brussels-based division already owns two SCRATCH systems, and has deployed SCRATCH on-set since 2006 to streamline 2K and 4K data workflows from camera into post. After using SCRATCH's post production capabilities on broadcast projects including Discovery Channel's *WW2 Remembered* teasers, and digital features such as *The Last Harbour*, MFX has implemented a third SCRATCH system in-house at its Rathbone Place facility. SCRATCH is now being used for the VFX review, conform and DI grade of over 1,000 shots on the puppeteered comedy feature *Jackboots On Whitehall*.

"Over time we developed new data workflows from set to post with SCRATCH," said Clare Cheetham, co-founder and VFX producer. "In the meantime, SCRATCH's DI grading and RED workflow capabilities really blossomed, making it a serious contender against the traditional, and more expensive, tools that people have been using up until now. We also feel close to ASSIMILATE's people as they have dedicated support just down the road."

Start-up facility 179, located on Wardour Street, Soho, has also selected SCRATCH as its primary grading and data workflow hub.

The company's managing director Neil Harris commented, "As data-based acquisition in the broadcast and features sectors increases, SCRATCH will provide us with an extremely versatile and cost-effective solution to service these data-based workflows. SCRATCH is also a powerful and intuitive grading tool in its own right, and is especially good at handling RED 4K footage. We are delighted to be working with ASSIMILATE and SCRATCH, and are looking forward to the exciting development of SCRATCH in the years to come."

MFX-London and 179 join other companies already using SCRATCH in London, including Cinesite, MPC, The Mill, Sonic Films and the National Film & Television School (NFTS).

### **Strengthening The Push:**

To complement ASSIMILATE's sales and support offices in Wardour Street, Soho, the company has appointed CWPro (Professional Audio and Video) ([www.cwpro.co.uk](http://www.cwpro.co.uk)) as a new reseller partner for ASSIMILATE's 4K RED solutions including RED Rocket, and the new ROCKET FUEL bundle, which includes the tools for real-time ingest, conform, delivery and output of RED ONE™ 4K digital camera material.

### **Seeing Is Believing:**

ASSIMILATE, in cooperation with projectiondesign ([www.projectiondesign.com](http://www.projectiondesign.com)), manufacturer of high-performance projectors specifically made for post production, will showcase, 2K and 4K real-time post in SCRATCH, as well as the new ROCKET FUEL bundle for optimised RED ONE™ 4K workflow, using projectiondesign's new cineo series of production-specific projectors. These display colour-accurate 2D and 3D stereo in REC709 and DCI colour spaces, and fit 2m to 8m-width screens. The event takes place at The Slug & Lettuce, 80-82 Wardour Street, from 12.00 to 17.00, Thursday, 29th Oct.

### **Ends.**

### **About ASSIMILATE**

ASSIMILATE™ is transforming the 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, visit [www.assimilateinc.com](http://www.assimilateinc.com)