

PRESS RELEASE



Media Contact:

Aggie Frizzell
VP Communications, ASSIMILATE
(425) 503-3036
aggie@assimilateinc.com

ASSIMILATE Integrates LightSpace CMS with SCRATCH Digital Finishing Solution *Calibrated Color Workflow for All Grading Operations*

September 9, 2010, Santa Clara, CA, IBC 2010 (stand 7.K01, hall 7) – ASSIMILATE announced today the integration of Light Illusion's LightSpace CMS (color management system) with its real-time SCRATCH Digital Finishing Solution. LightSpace CMS will enable SCRATCH users to provide a completely calibrated color workflow for all grading and finishing operations, guaranteeing accurate and repeatable color calibration regardless of the eventual distribution and display requirements.

Workflow calibration is a very straightforward process, but one that needs to cover the full range of display devices from monitors to projectors. With the LightSpace integration, any SCRATCH system will auto-generates pre-defined color patches in sequence, which are read by a colorimeter probe, all under the control of LightSpace CMS. From this profile data, LightSpace gains a full understanding of the display chain and produces calibrated LUTs that are sent back to SCRATCH to correct the output.

"With the huge range of display options in use in the digital intermediate (DI) process, color calibration of the entire workflow has become very important," said Steve Shaw, CEO of Light Illusion. "Being able to manage all aspects of calibration is vital for every facility performing high-end color grading, and I think this development will be welcomed by SCRATCH users world-wide."

"Proper color management is critical in the DI process," says Jeff Edson, CEO at ASSIMILATE. "Best-of-breed tools like LightSpace gives SCRATCH users another ease-of-use, top-performance resource for their real-time DI tool suite."

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 3D, RED MX and beyond, RED MX-3D, ALEXA ARRIRAW, HD/SD, film, DPX, AVID MXF, or any mix of formats. 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

About Light Illusion

Light Illusion is the industry-leading consultancy for digital cinematography and digital intermediate workflows with global support for production and post-production operations, as well as for equipment manufacturers. Light Illusion has also become the leading supplier of color management systems, including LightSpace CMS and SpaceMan ICC. LightSpace has become the industry leading system for critical color control and includes the most advanced calibration and profiling tools available. Steve Shaw, CEO, has numerous credits for feature film DI and grading work, as well as acting as digital film technologist in building operational workflows. www.lightillusion.com

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