



SGO Press Announcement

SGO's Mistika to Guarantee Colour Calibration via LightSpace CMS

“LightSpace CMS is a perfect addition to Mistika’s DI grading capabilities as it provides user controlled closed-loop colour management functions both for Mistika and across the facility in which it resides.” Steve Shaw, CEO, Light Illusion.

Soho, London, UK, 2 August 2010: SGO UK is pleased to announce that their flagship high-end DI finishing and stereoscopic system, Mistika, is now fully supported by Light Illusion’s LightSpace Colour Management System. SGO is showcasing Mistika with LightSpace CMS at IBC this year in Hall 6, Stand 6.A11.

LightSpace CMS, from respected UK Specialist Digital Film Consultancy Light Illusion, is a product that ensures consistent and accurate colour calibration at every stage of the production and post-production chain. It generates advanced 3D Look Up Tables (LUTs) that ensure all colour rendition is as accurate as possible on any type of display for any type of deliverable. For example, LightSpace CMS can profile the colour reproduction of a grading monitor and provide the correct colour transforms to make the display exactly match how a particular film stock or DCI digital projector would display the same images.

The integration of LightSpace CMS with Mistika enables direct closed-loop profiling, making the generation of colour accurate LUTs as simple as possible, ensuring Mistika's real-time colour grading and stereoscopic tools can accommodate any final delivery colour space as accurately as possible. LightSpace generated 3D LUTs can also be used to convert image material from one colour space to another.

Light Illusion's CEO, Steve Shaw, states: “With Mistika being such a powerful DI platform for finishing and grading, whether working on commercials for television, or feature films for cinema release in 2D or 3D, it is imperative that artists can grade with total faith in the final colour accuracy. Light Illusion's LightSpace CMS product is therefore an ideal companion, providing end-to-end colour management functions both for Mistika and across the facility in which it resides.” Geoff Mills, Director of Sales and Operations, SGO UK adds: “Mistika supporting LightSpace CMS is a very important and significant development as it underlines SGO's commitment to be providing our customers with the best available options for their investment.”

Mistika is a flexible high-end post production and live on-set system capable of SD, HD, 2K, 4K, stereoscopic 3D with real-time Red camera and other data workflows. It seamlessly integrates timeline-based editing, conforming, infinite-layer compositing, colour grading and image restoration all in one complete system with various toolsets working together in the timeline.

For further information about LightSpace CMS, visit Light Illusion's website:
www.lightillusion.com

**SGO is showcasing Mistika with LightSpace CMS at IBC this year in Hall 6, Stand 6.A11.
To register for the show, visit www.ibc.org**

About SGO

SGO is a leading European developer of high-end solutions for the post production and broadcast industries and has been distributing and providing system integration and developing solutions for the film and media industries since 1993. Mistika, SGO's high-end post production system offers a complete solution and industry-leading performance for post production across all genres from advertising, film and TV productions. Customers include BSkyB, Framestore, The Club, Preditors, On Sight, BTV, Videomedia, Molinare Madrid, Infinia, El Colorado, Thomson Technicolor Madrid, Real Madrid Televisión, PICTORION das werk GmbH and OPTIX Digital Pictures. www.sgo.es

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