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For Immediate Release

Colorfront Debuts On-Set Dailies at the 2011 NAB Show

LAS VEGAS, NAB Booth C8615 — April 8, 2011 — The 2011 NAB Show marks the North American debut of On-Set Dailies, Colorfront's sophisticated and innovative digital dailies system for filmmakers. First previewed in Q4 of 2010, On-Set Dailies has already been adopted by major studios, labs, and post facilities in the U.S. and Europe, and at NAB booth C8615 (Codex Digital), Colorfront will be demonstrating significant new enhancements to the system.

On-Set Dailies offers an all-embracing approach to digital dailies workflow, integrating all the necessary tools — including playback and sync, QC, color grading, stereoscopic 3D support, and audio and metadata management — and providing the ability to generate simultaneous faster-than-real time deliverables in all common file formats.

Developed by the team that won the 2010 Scientific and Engineering Award from the Academy of Motion Picture Arts and Sciences for Autodesk's Lustre grading system, On-Set Dailies makes its NAB debut with a number of major enhancements.

The system now runs on both HP Z800 and Apple® Mac Pro® hardware; supports a fast-growing range of digital cameras from ARRI, RED®, Silicon Imaging, and Phantom; offers Codex Transfer Station integration; and offers support for a range of new control surfaces including Tangent Wave, CP200, and Euphonix MC Color and MC Transport.

The latest version of On-Set Dailies adds full implementations of IIF-ACES and ASC-CDL workflows and accepts a range of source media including 16-bit OpenEXR, ARRIRAW files, RED 5k and HDRx, a variety of QuickTime® formats including ProRes 422 and 4444, and DPX files from digital, tape, or scanned sources. A new integrated ARRIRAW real-time 3k debayer and stereo debayer provides extremely high-quality

More...

output.

“In a wide range of productions around the world, On-Set Dailies has already proven to be an exceptional resource by combining the full set of features filmmakers need with unmatched rendering performance, saving productions time, manpower, and costs,” said Aron Jaszberenyi, managing director, Colorfront. “The rapid pace of development since the system’s launch six months ago reflects the enthusiastic response from customers, and the exponential growth in its use for leading-edge productions.”

Another addition to On-Set Dailies at NAB is On-Set Color, an integrated iPad® app for secure, calibrated full latitude color grading. Graded images are watermarked and encrypted and can be synced through secure FTP. Color grading is compatible with On-Set Dailies and can be sent back along with any text notes to the dailies facility and applied for the transfer.

On-Set Dailies’ full support for 3D stereoscopic production is enhanced with improved stereoscopic tools that include new corner-pinning and left/right eye color matching facilities.

With its intuitive, node-based operator interface, On-Set Dailies aids rapid workflow, and multiple On-Set Dailies systems can be configured together for even faster turnaround. Best-in-class rendering can be accelerated still further by adding separate renderers, with interactive queue rendering and job distribution to further boost productivity. The system’s non-destructive workflow, with metadata management, provides a fast and efficient pipeline into subsequent post-production processes, helping to speed up editorial, VFX, and DI dramatically.

Further information about On-Set Dailies is available at www.colorfront.com.

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About Colorfront

Colorfront offers today's most advanced technologies for digital dailies, DI grading, high-resolution scanning and recording for visual effects, digital assembly of entire feature films, online and offline editing, digital opticals for features and trailers, restoration, cinema sound mixing, digital cinema mastering and deliverables. In 2010 Colorfront's software team was recognized with a Scientific and Engineering Academy Award® for the development of Autodesk's Lustre grading system. Colorfront is dedicated to delivering first-class services to motion picture and broadcast productions worldwide.

More information is available at www.colorfront.com.

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