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**For Immediate Release**

## **Filmmakers Rush to Adopt Colorfront's On-Set Dailies System**

**LAS VEGAS, NAB Booth C8615 — April 10, 2011** — Colorfront's On-Set Dailies, the innovative digital dailies system launched in September 2010, has already gained widespread acceptance by digital filmmakers around the world. Since its introduction at IBC2010, On-Set Dailies has been chosen by major labs, studios, and post-production facilities in Europe and North America for its comprehensive toolkit and best-in-class rendering performance.

Facilities adopting On-Set Dailies include EFILM / Deluxe, Company 3, Laser Pacific, PostWorks NY, Creative Science, Bling Digital, Sixteen19, CinePostproduction and ARRI Film & TV (Germany), and Mikros Image (France).

High-budget productions currently underway with On-Set Dailies include: "Extremely Loud and Incredibly Close," starring Tom Hanks, shooting in New York, with dailies prepared on multiple linked On-Set Dailies by Deluxe. A clutch of 3D productions includes Fox's feature "Abraham Lincoln: Vampire Hunter," shooting in New Orleans; "The Three Musketeers," starring Orlando Bloom; "Hansel and Gretel in 3D," shooting in Berlin; and upcoming U.K. shoots for "Gravity" with George Clooney and Sandra Bullock.

Television credits include the recently-premiered first seasons of "The Pillars of the Earth" (Tandem Communications) and "The Borgias" (Showtime). On-Set Dailies was used to transfer over 500 hours of color-graded, sound-synced dailies for both AVID® and Final Cut® editorial, DVDs, and H264 QT for web delivery.

"Studios and facilities have been quick to see the advantages On-Set Dailies offers," said Colorfront Managing Director Aron Jaszberenyi. "The system's market-leading

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features make it very quick and cost-effective to use, with a great return on investment. The rapid pace of adoption has in turn helped to drive the development of new functionality and support for an ever-widening range of digital cameras and third-party systems.”

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

Further information about On-Set Dailies is available at [www.colorfront.com](http://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.

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