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See Colorfront at IBC booth 7.A10 (Rorke Data)

For Immediate Release

Colorfront Launches On-Set Live! for Real-time 3D Processing on the Set

Amsterdam, September 8, 2011 – Colorfront has announced the launch of On-Set Live! at IBC 2011 (booth 7.A10). Based on the highly successful On-Set Dailies digital dailies system, On-Set Live! provides real-time dual-stream processing for look management, and advanced color grading. Using live correction and analysis of streams from stereo camera rigs, On-Set Live! delivers breakthrough cost- and time-savings on the set of 3D movie and television productions.

On-Set Live! offers dual channel HD-SDI video inputs and outputs for 2D, stereo 3D, or two-camera 2D capture, with 3D LUT support, color space conversion and calibration. All the features of On-Set Dailies are available in On-Set Live!, including Colorfront's acclaimed color science for all major digital cameras, printer lights, ASC CDL, and advanced color grading, high quality resizing and DVEs, as well as real-time burn in of various metadata, timecode and logos. Built-in histogram and waveform monitoring allow accurate visualization of shots on location while providing confidence and maintaining control over the look of each shot, from on-set, through dailies, to final post.

With the advanced stereo feature set for live 3D analysis and processing, optimization of stereo parameters and camera settings give On-Set Live! users cost-effective tools to work much more efficiently when aligning stereo cameras, setting up shots, and color-correcting between left and right images.

“Stereo production for 3D is much more costly on set, because the set up for each shot is more complex and can take a comparatively long time, leaving much of the crew and

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the cast waiting for the action to start,” said Aron Jaszberenyi, Managing Director of Colorfront. “With On-Set Live!, stereo productions can run at the same pace as 2D shoots, ensuring that properly aligned and corrected images leave the set, and saving the studio a lot of time and budget in the process.”

On-Set Live! is fully compatible with Colorfront’s On-Set Dailies for a two-way integration between live shooting and dailies processing. On-Set Live! also shares OSD’s industry-leading compatibility with a wide range of cameras and color pipeline workflows, including support for IIF ACES, ARRI .look files and ASC CDL for outstanding versatility in operation.

On-Set Live! is 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. Colorfront’s On-Set Dailies offers an all-embracing approach to digital dailies workflow, integrating all the necessary tools – including playback and sync, QC, color grading, audio and metadata management – with state of the art color and image science, and generates simultaneous faster-than-real time deliverables in all common file formats.

On-Set Live! is expected for release in Q4 2011. Further information about On-Set Live! and On-Set Dailies is available at www.colorfront.com

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About Colorfront

Colorfront, based in Budapest, Hungary, is one of Europe's leading DI and postproduction facilities. The company was founded by brothers Mark and Aron Jaszberenyi, who together played a pivotal role in the emergence of non-linear DI. The company's R&D team earned an Academy Award for the development of Lustre, Autodesk’s DI grading system. Combining this in-depth expertise with a pedigree in the development of additional cutting-edge software, Colorfront offers today's most advanced technologies for scanning and recording, DI grading, conforming, digital dailies, VFX, online and offline editing, cinema sound mixing, mastering and deliverables. For further information please visit www.colorfront.com

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