



NEWS RELEASE

Media Contact:

Aron Jaszberenyi

E: aron@colorfront.com

T: +36 1 880 3900

M +36 30 311 1792

COLORFRONT AND CINEPOSTPRODUCTION LAUNCH NEW COPRA VIEWING APP FOR iPad AT NAB 2012

COPRA App redefines ease and convenience of interaction with dailies

NAB 2012, LV, April 16 2012 – Budapest/Munich: Academy Award-winning developer Colorfront (www.colorfront.com) and German software developer CinePostproduction (www.cinepostproduction.de) today announced COPRA (www.copra.de), a free-of-charge iPad App that brings new levels of ease and convenience for film and television professionals to interact with dailies footage during production.

Using COPRA, selected footage can be streamed as high-definition media over a local Wi-Fi network from Colorfront's On-Set Dailies system directly to an iPad. The footage and associated notes can be reviewed in a variety of ways utilizing the COPRA App, either on or away from set, or streamed wirelessly in full HD to Apple TV. Users can make notes as they review materials in the COPRA App, and these can be streamed back to the production team via On-Set Dailies.

"COPRA delivers a fast, simple and thoroughly-modern way for key personnel involved a film or TV production to watch and review footage," said Aron Jaszberenyi, managing director of Colorfront. "They can watch material for creative or quality control purposes at a time and place that suits them. It's highly-interactive, and enables clear communication between departments too."

Stefan Müller, CEO of CinePostproduction, said, "We share with Colorfront the same innovative spirit and understanding of how film and TV professionals work during production today. Colorfront's On-Set Dailies is the industry-leading on-set dailies and color-grading tool. With this joint effort we are redefining the ease and convenience of how industry professionals interact with dailies."



The COPRA iPad App was developed by CinePostproduction in collaboration with Colorfront, and has been optimized to work with On-Set Dailies. On-Set Dailies comes pre-bundled with the COPRA server, and renders selected high-definition media (H.264 video at 1080p) for viewing. On-Set Dailies also exports shot metadata in an XML file format, used by the COPRA server to cut the media into takes, and display scene/take/timecode/camera information when material is viewed on an iPad. On-set Dailies also creates the thumbnails for the COPRA App.

Along with visual review, comments and quality control reports made in On-Set Dailies can also be transferred via COPRA for review on the iPad. Users reviewing material on the iPad can zoom in during playback, make graphical annotations directly on material, and create notes which can be synchronized back to On-Set Dailies, to be exported as PDF reports, and passed to editorial via an ALE (Avid Log Exchange) file.

Availability:

COPRA is free-of-charge, and will be available from both the Apple App Store and the COPRA website (www.copra.de). The COPRA server will be bundled with the Summer Release of Colorfront On-Set Dailies.

About CinePostproduction: Founded in 1911, CinePostproduction is Germany's largest post-production facility and one of the oldest in the entire world. Across its branches in Berlin, Cologne, Halle, Hamburg and Munich the company services range from the pre-production stage to the final steps of post-production. CinePostproduction is one of the few companies providing customers with a full, one-stop service, meaning that all steps of post production – film lab, digital lab, digital post-production and sound – stay in one place. CinePostproduction's consistent drive for innovation, pushes the boundaries for new technology, and the company started its software development department in 2010 focusing on developing content management services and iOS applications targeting the high-end postproduction market. COPRA already existed as an FTP-server with a rich content management system, and this is the backbone of today's COPRA App. COPRA has been downloaded more than 1,000 times and is used by over 200 film and TV productions. Visit www.cinepostproduction.de

About Colorfront: Colorfront, based in Budapest, Hungary, is one of Europe's leading DI and post production 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 for color enhancement, 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