



NEWS RELEASE

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COLORFRONT LAUNCHES TRANSKODER ON MAC AND SHOWCASES 8K CAPABILITIES DURING SMPTE 2016

Hollywood, CA, October 25, 2016 – Colorfront (www.colorfront.com), the Academy and Emmy Award-winning developer of high-performance, on-set dailies and transcoding systems for motion pictures, high-end episodic TV and commercials, will launch Transkoder 2016 on Mac at the SMPTE 2016 Annual Technical Conference in Hollywood, 25 to 27 October.

The brand new, 4K-capable product harnesses the same advanced feature sets as the company's market-leading PC-based Transkoder system, and broadens the product's appeal as the ultimate HDR mastering solution amongst boutique post houses and content service facilities needing to streamline the delivery of Ultra High Definition (UHD) and High Dynamic Range (HDR) content.

Colorfront will also showcase the extreme performance of its PC-based Transkoder 2016 Update 2, supporting 8K RAW material captured by the latest generation of digital cinematography cameras during SMPTE 2016.

Colorfront Transkoder on Mac runs on the Mac Pro. With an attractive price tag, its key features include UHD video output, Dolby Vision mastering, digital cinema and IMF mastering, plus packaging QC, analysis and validation tools.

One of the first customers with Colorfront Transkoder on Mac is Color A Go-Go, a digital color finishing and post production studio, located in San Francisco.

"We provide a full suite of HDR services – from consulting on project pre-production, production and post, through to grading and encoding support – for streamed content providers, such as Amazon and Netflix, as well as HDR digital theater releases in IMAX HDR and DCI HDR," said Kim Salyer, co-founder and EP of Color A Go-Go. "We love Colorfront's approach with the new, cost-effective Transkoder on Mac. It's a deep product with a huge feature set, and believe it is a cornerstone that will be of immense value to our developing HDR business."

Aron Jaszberenyi, managing director of Colorfront, said, "Transkoder is already the HDR mastering tool-of-choice, with a dominant market position amongst major studios. But with the proliferation of both broadcast and streamed content, we recognize that many smaller post houses, such as Color A Go-Go, and content service facilities, need a cost-competitive entry-point."



“The brand new Transkoder on Mac combines rip-roaring performance for up-to-4K, with an extensive toolset, at a highly affordable price – making it ideal for the wide variety of tasks involving the latest UHD, HDR camera, color, editorial and deliverables formats in digital cinema, high-end episodic TV and OTT internet entertainment.”

During SMPTE 2016, Colorfront will also showcase Update 2 of its 8K Super Hi-vision-capable flagship Transkoder 2016 system, running on the latest Supermicro workstation, fitted with NVidia Pascal Titan-X and Quadro cards, plus AJA’s high-density Corvid 88 I/O card providing multiple, independent HD-SDI outputs.

Demonstrations include Transkoder’s extreme GPU processing power for 8K, UHD dual independent video output, and simultaneous real-time views of dual independent masters in a variety of formats and color spaces. These include Transkoder’s industry-leading capability to read, de-Bayer, process and review RAW media from 8K cameras such as RED Helium and Panavision Millennium DXL.

Transkoder 2016 leads the market as the ultimate, next-generation HDR mastering and HDR QC system, covering the latest delivery formats – including Dolby Vision, HDR10, HLG 1.2 and the latest SMPTE 2094-xx standards – along with industry-leading metadata management on HDR and WCG color transforms, plus support for all new production mezzanine formats.

Transkoder’s unrivalled IMF (Interoperable Master Format) mastering capabilities are further extended with the integration of Netflix’s Photon validation tool. There are also enhancements to Colorfront’s own IMP/DCP validation tools, transcoding, trans-wrapping and IMF QC capabilities, plus improved closed-caption and subtitle language support, and forensic watermarking via Civolution NexGuard.

Transkoder customers include: The Farm, DI Factory, Lucasfilm, Park Road Post, HBO Latin America, Sony, Disney, Fox, Universal, Final Frame, The Foundation, Point 360, Roundabout, Arsenal, Chainsaw, and Picture Shop.

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, and a Primetime Engineering Emmy for the Colorfront On-Set Dailies. 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.