

PRESS RELEASE

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ASSIMILATE Announces Native Avid DNxHD MXF Support for SCRATCH v5.1 at NAB 2010

***Avid and ASSIMILATE Now Offer Seamless Workflow
from Editorial through Post Production***

Las Vegas, NV – April 12, 2010 – NAB 2010 – At NAB 2010, ASSIMILATE™ announces support for Avid editorial workflows, with the ability to read and write Avid’s DNxHD MXF format -- in real-time -- in ASSIMILATE’s SCRATCH® v5.1 Digital Finishing Solution. This provides full compatibility between Avid media for projects originating on Media Composer, Symphony, or DS and the real-time SCRATCH v5.1 post workflow. For film cameras and data acquisition from high-resolution digital cameras, this gives creative and post professionals a seamless and efficient workflow from Avid editorial through to powerful finishing in SCRATCH v.5.1. This Avid-to-SCRATCH data workflow is ideal for users creating high-impact imagery productions, such as features, television, commercial, documentary, and music video productions. Demos of this workflow are offered during NAB in ASSIMILATE’s demo suites at the Las Vegas Renaissance Hotel.

Jeff Edson, CEO at ASSIMILATE: “Format differences among tools has always been an efficiency killer in the post-production process. With native, real-time DNxHD read/write support, ASSIMILATE allows for seamless media integration between SCRATCH and Avid’s dominant Media Composer, Symphony, and DS product lines.”

Vincent Maza, Avid Worldwide Marketing Manager, Post Production: “There are two wins here for filmmakers, broadcasters and post facilities. SCRATCH native support for DNxHD enables full media interchange between Avid editorial and ASSIMILATE’s proven data workflow. And, the direct connection from film and high-rez data-acquisition to Avid MXF and SCRATCH v5.1 takes filmmaking and post production to the next level of integrated solutions for streamlined performance.”

ASSIMILATE Demo Suites

During NAB 2010, ASSIMILATE will demo its SCRATCH workflows at its three demo suites located at the Renaissance Hotel (#730, 732, 739), directly across from the LVCC south hall. Highlights include Avid-SCRATCH workflow; SCRATCH 3D, RED MX-3D, and RED MX data workflows; workflows for mixed formats (film, HD/SD, data); as well as finishing and compositing. **To schedule a demonstration**, contact nacho@assimilateinc.com or clint@assimilateinc.com

Price and Availability

SCRATCH v5.1 will be available in early May. Contact ASSIMILATE or a local reseller for a demo and pricing. See www.assimilateinc.com for a list of contact information for direct sales and resellers. For delivery and pricing of Avid workflows, see www.Avid.com

About ASSIMILATE

ASSIMILATE™ is transforming post production of visually complex imagery projects with its SCRATCH® Digital Finishing Solution, the essential mix for a real-time, resolution-dependent data workflow. SCRATCH v5.1 moves creative artists into Post 2.0, the next-generation of digital post production tools to achieve the highest level of quality in digital cinema imagery. Along with data management, SCRATCH features a rich set of DI and post tools for working in any combination of HD/SD, film (2K, 4K), 3D, RED MX, and RED MX3D, and ARRI ALEXA formats. ASSIMILATE is committed to empowering the broad spectrum of creative and post-production professionals with state-of-the-art, easy-to-use, data-centric solutions that deliver optimal price/performance. To learn more about SCRATCH, see www.assimilateinc.com See the latest **SCRATCH user case studies** at <http://www.assimilateinc.com/case.html>

Avid Backgrounder

Avid creates the digital audio and video technology used to make the most listened to, most watched and most loved media in the world – from the most prestigious and award-winning feature films, music recordings, television shows, live concert tours and news broadcasts, to music and movies made at home. Some of Avid's most influential and pioneering solutions include Media Composer®, Pro Tools®, Avid Unity™, Interplay®, Oxygen 8, Sibelius® and Pinnacle Studio™. For more information about Avid solutions and services, visit www.Avid.com .

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