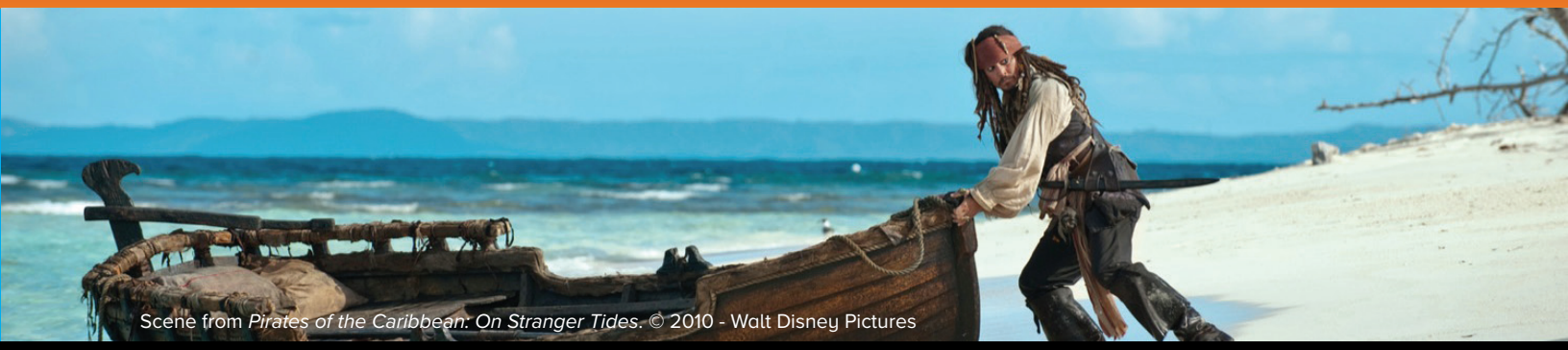
ASSIMILATE DIGITAL INGENUITY

SCRATCH Lab™ *on Location*



Scene from *Pirates of the Caribbean: On Stranger Tides.* © 2010 - Walt Disney Pictures

SCRATCH Lab™ is the industry's *only* comprehensive, end-to-end digital lab system designed to combine the fastest and most creative review process, with effortless shot and metadata management, world-class color grading, flexible conform and automated deliverables- all into one fast, intuitive tool. Featuring real-time playback and review of media up to 5K resolutions, instant conform and fully interactive color grading, SCRATCH Lab delivers industry-leading tools within a powerful and consistent user interface.

Why SCRATCH Lab?

SCRATCH Lab is fast. SCRATCH Lab delivers the performance you need to hit the tightest deadlines.
- Review and playback full resolution shots in real-time
- Sync audio to timecode or clap
- Apply primary color grades interactively in real-time
- Output to multiple deliverables simultaneously

Unify your camera formats. SCRATCH Lab supports side-by-side loading of any camera format at any resolution - even mix 2D and Stereo/3D. Organize jobs and set looks - including sophisticated color grades. Try an unlimited number of versions without the need to ever render. In addition, SCRATCH Lab's multilayer timeline supports even the most intricate EDL's and now includes AAF and FCP XML conform.

Unrivaled shot and metadata management. SCRATCH Lab's unique CONstruct™ view allows you to seamlessly manage an *unlimited number of takes, plates and units* from a shot on a single timeline. Powerful metadata handling carries scene, take, audio, even stereo convergence information through the entire project.

One-of-a-kind creative review tools. Only SCRATCH Lab elevates the creative process by offering an innovative "sticky notes" feature that allows any reviewer to add pertinent information about any file so that anyone, at any stage of the process, can open the file and read the comment. Moreover, full HMTL support allows reviews to happen in your theater or anywhere in the world.

Output to any deliverable. SCRATCH Lab features extremely flexible options for creating deliverables in any popular formats at any resolution or aspect ratio. From DNxHD, DPX, or Open EXR to any variety of QuickTime, including ProRes.

SCRATCH Lab means digital. ASSIMILATE was the first DI partner to natively support RED, so it's no surprise that Lab is the most mature, reliable tool you can buy for file-based workflows. Period.

Where is SCRATCH Lab?

"EPIC was in beta and nobody but ASSIMILATE had access to it at that time. We used the newest build of SCRATCH and got some updated firmware for the RED Rocket cards from RED. We dropped the EPIC footage into our SCRATCH set-up and it just worked!" Dylan Carter, Company 3, Director of Non-linear Workflow

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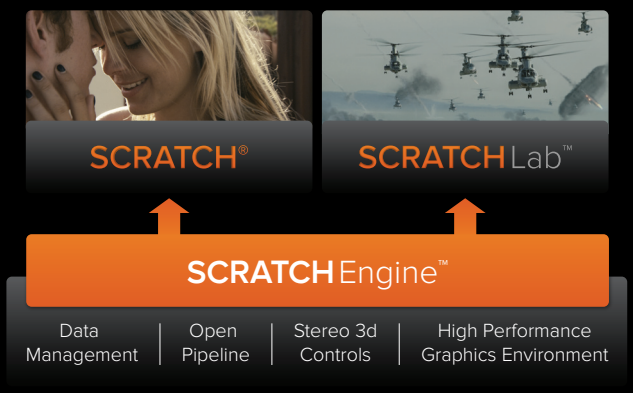
The SCRATCH Engine™

Under the hood of SCRATCH and SCRATCH Lab™, lies an incredibly powerful engine that manages massive amounts of data, making it the ideal platform for file-based workflows. It's this powerful engine that allows artists to maximize their creativity, productivity and profitability, whether working on a feature film, documentary, commercial, or an episodic TV show.

"SCRATCH is impressive in so many ways – it's truly a workhorse. The ability to work in real time in SCRATCH is an incredible advantage. The time savings we experienced, along with the quality results, is impressive and made a huge impact on our successful delivery."
Jason Dowdeswell, CIS Visual Effect Group, Head of Digital Studio



Key features of the SCRATCH Engine

High-performance graphics environment.
All applications driven by the SCRATCH Engine are fast and highly interactive. Featuring a fully GPU accelerated, 64-bit architecture, SCRATCH delivers the sheer performance you need to meet post-production workflow challenges, from tight deadlines of dailies to the demands of collaborative client-attended color grading sessions.

Open data pipeline.
All applications built on the Engine can be automated and extended via XML to build the most efficient data pipelines possible. In addition, full HTML support offers the flexibility of remote client review and approvals. Finally, a robust plug-in architecture allows all SCRATCH applications to be enhanced via plug-ins, such as The Foundry's Furnace and GenArts Sapphire.

Comprehensive data-management capabilities.
The SCRATCH Engine features an SQL database that organizes metadata from virtually any source - from cameras to rigs and lenses. Moreover, since all SCRATCH apps work seamlessly together, that metadata is available to any other tool (such as editorial or VFX) at any point in the workflow.

Seamlessly integrated stereo 3D controls.
Stereo is not an add-on in SCRATCH, it's designed into the Engine from the ground up. Imagine the creativity of a full stereoscopic workflow that provides consistent, intuitive feedback during the conform, color grading and finishing processes. Stereo-image pairs are automatically linked for versioning and real-time playback to a wide variety of stereoscopic delivery systems.

SCRATCH Engine Benefits

Any SCRATCH application built on the Engine automatically inherits these unique benefits:

Greater productivity. The efficient, high-performance data pipeline underneath SCRATCH delivers real-time performance - even while working with high-resolution media, making SCRATCH ideal for client-attended sessions.

Unbounded creativity. SCRATCH's unique CONstruct™ view of shots enables artists to view multiple versions of the same shot side-by-side, even while mixing 2D and stereo 3D. Artists may experiment with unlimited different looks without the need to render each time.

Unmatched flexibility. User interface controls are fully customizable, and the architecture is fully extensible via XML and HTML, engendering a highly flexible yet efficient workflow. Artists may fully automate tasks and integrate SCRATCH with any other application in the pipeline.

Supreme practicality. SCRATCH was designed from the ground up to support native digital workflows. It was the world's first DI tool to support RED, and today it is still at the forefront of digital cinema with support for all the major camera formats including ARRI, Phantom, SI-2K and Panasonic camera formats.

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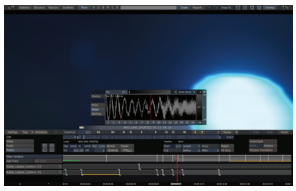
SCRATCH Lab™ on Location

Features

Real-time full resolution, native playback of all popular camera formats
- REDCODE RAW.r3d (including HDRx)
- ARRI RAW (real-time debayering coming soon)
- Phantom
- Panasonic P2/MXF and AVCHD
- SI-2K
- Canon 5D
- Support for the latest RED color science, dual RED Rocket acceleration cards, and RED's new EPIC camera
- Full resolution debayering of .r3d files (ARRI RAW to be real-time soon)
- REDCINE-X and on-camera color settings can be read and manipulated within SCRATCH and augmented using SCRATCH's powerful color tools

World-class color grading
- Real-time, non-destructive primary grading
- Heads-up color grading interface and support for Avid Artist Color or Tangent Wave panels
- Source-side adjustments for mixed color space workflows
- Match and auto grading
- Integrated Histogram, Waveform, Vectorscope and Color Curve views
- Group shots, copy/paste color grades and reference libraries
- Key frames and animation curves
- Import and save 1D and 3D LUTs based on primary color grades
- Import or export CDL



Audio sync
- BWAV support
- Sync on timecode
- Auto-sync to Clapper
- Interactive Waveform for sync
- Interactive Audio Scrub

Flexibility and extensibility
- Automate SCRATCH Lab via XML to maximize productivity
- Extend SCRATCH Lab via HTML for remote review, comments and camera reports
- Integrate SCRATCH Lab with other applications in your workflow via XML
- Enhance SCRATCH Lab via our OFX plug-in architecture
- Built-in SQL database supports a full range of metadata
- Automate deliverables by designing templates based on output format, metadata and LUTs/grades

High-speed conform and confidence checking
- Mix-and-match RED.r3d files with ARRI RAW or Phantom (or any other media format recognized by SCRATCH), even Canon DSLR, within the same resolution- independent timeline
- Dual-View, Half-Mix and Side-by-Side comparison options
- Quick Keys for moving through a timeline
- AAF import and MXF integration
- DNxHD and ProRes Read and Write (ProRes write only on Mac OS)
- Export TIFF with timecode and metadata
- Import and export ALE
- Shot log metadata import
- Metadata search
- Stereoscopic versioning
- CDL support
- Output to multiple file formats such as DPX, DNxHD, ProRes (Mac OS version only) Tiff, JPG, Quicktime, MXF and more
- Quick visual sync of audio to waveform or by timecode
- Multilayer timeline

Deliverables
- Avid DNxHD as MXF or QuickTime
- QuickTime (MPEG4, TIFF, JPEG, etc)
- ProRes 422 and 444 (Mac version only)
- DPX
- Real-time tools for frame-rate conversion, image-resolution scaling and frame-accuracy to monitors, projectors and tape decks using both DVI and SDI interfaces
- Create deliverables in different resolutions, image formats and framing, all from a single source and output multiple targets simultaneously
- Queue and manage outputs for unattended batch processing
- Export metadata in a variety of formats, even add notes to shots and include them in XML or MXF files

Stereo workflow
- Real-time, resolution independent playback to all stereoscopic delivery systems
  - » Side by side
  - » Over/under
  - » Line interleave
  - » Checkerboard
  - » Anaglyph
- Check and adjust stereo with dedicated link and convergence controls
- Immediately review decisions in stereo
- Panasonic stereo camera support includes auto de-muxing of stereo streams

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