



NEWS RELEASE

Media Contact:

Aron Jaszberenyi

E: aron@colorfront.com

T: +36 1 880 3900

Colorfront Wins postPerspective Impact Award for Transkoder 2017 following IBC 2017

Budapest, October 13th 2017— Colorfront (www.colorfront.com), the Academy and Emmy Award-winning developer of high-performance, on-set dailies and transcoding systems for motion pictures, broadcast, OTT and commercials, today announced it has won a 2017 postPerspective Impact Award for Transkoder 2017 (www.postperspective.com).

The postPerspective Impact Awards are decided by a secret panel of industry professionals, and honor innovative products and technologies for the post-production and production industries that will influence the way people work.

postPerspective, the premier source of creative and technology intelligence for the post production and production industries, awarded four honors from IBC 2017. The winning products reflect the latest version of the product, as shown at IBC.

Colorfront Transkoder 2017 enables post houses, broadcast and OTT content service facilities to streamline workflows for the rapid delivery of Ultra High Definition (UHD), High Dynamic Range (HDR), Wide Color Gamut (WCG) content.

“Transkoder, like all Colorfront products, was developed in response to market needs and through collaborative consultation with clients,” said Aron Jaszberenyi, managing director of Colorfront. “We are extremely proud that Transkoder 2017 has been awarded a postPerspective Impact Award, especially as this honor is decided confidentially by working, industry professionals who face workflow challenges in their daily activities.”

Randi Altman, postPerspective's founder and editor-in-chief, commented, “The postPersepctive Impact Awards celebrate companies that push the boundaries of technology to produce tools that actually make users’ working lives easier and projects better. As IBC falls later in the year, we are able to see where companies are driving refinements that really elevate workflow, and Colorfront Transkoder 2017 is clearly one of these.



“Our Impact Awards are special because they were voted on by people who will be potentially using these tools in their day-to-day workflows. Our anonymous judges are all respected industry professionals, as we feel awards for products targeting pros should be voted on by those who use these types of tools everyday. We are very proud to honor our winners from IBC 2017.”

Colorfront Transkoder has become the ultimate workflow tool for handling the latest UHD, HDR camera, color, editorial and deliverables formats used in digital cinema, high-end episodic TV and OTT/Internet entertainment – with customers including Sony, HBO, Warner Bros., Disney, Fox, Dolby, Samsung, Netflix, Amazon, Vubiquity, Deluxe, Technicolor, Light Iron, Éclair, BBC and NHK.

Transkoder 2017 is powered by **Colorfront Engine™** to ensure color transform and metadata fidelity, and expanded toolsets now perform an even larger range of UHD/HDR/WCG processing tasks. These include: HDR-HDR, HDR-SDR and SDR-HDR conversions; content/tone mapping with metadata to reference displays; and the calculation/setting of required light levels on subtitled HDR content.

IBC 2017, which took place September 15 - 19 in Amsterdam, is the world’s leading media, entertainment and technology show.

###

About postPerspective: Since its launch in 2013, postPerspective (www.postperspective.com) has emerged as a leading voice in the post production and production community. Founded by industry veteran Randi Altman, postPerspective draws on 20-plus years of insight and expertise, combined with a wealth of connections and deep founded relationships. postPerspective's website, newsletter, special features and custom events encourage sharing, understanding and analysis of the techniques, technologies, products and companies that shape the industry and support the work of its artists and technology experts. Follow postPerspective on [Twitter](#) (@postPerspective) and [Facebook](#).

About Colorfront: Colorfront is headquartered in Budapest, Hungary, with offices in Los Angeles, plus sales partners worldwide. The company’s popular, award-winning on-set dailies and transcoding systems are utilized by small, medium and large companies alike, to process and deliver media for Hollywood blockbusters, high-end episodic TV and OTT internet entertainment. The firm was founded in 2000 by Mark and Aron Jaszberenyi, who were instrumental in the advent of non-linear DI color grading. Combining in-depth expertise in image color science with a pedigree in cutting-edge software development, the company's R&D team earned an Academy Award in 2010 for Lustre, Autodesk's DI grading system, and a Primetime Engineering Emmy in 2012 for Colorfront On-Set Dailies. Colorfront has since become renowned for the innovation, excellence and performance of its camera-to-post products, which include On-Set Dailies, Express Dailies and Transkoder. The company has leveraged its technology to successfully offer Colorfront Cloud Services, and also owns and operates a state-of-the-art DI and post-production facility, of the same name, in Budapest. www.colorfront.com