



## **NEWS RELEASE**

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### **COLORFRONT DEMONSTRATES DYNAMIC RANGE OF SET-TO-POST INNOVATIONS AT CINE GEAR EXPO 2015**

*Industry-leading advances include full HDR pipeline support for the latest color, digital cinema camera and editorial formats*

**Budapest, Hungary, June 5, 2015** – Colorfront ([www.colorfront.com](http://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 demonstrate the latest, cutting-edge features of its tools supporting Ultra High Definition (UHD), High Dynamic Range (HDR) production and post, during the Cine Gear Expo 2015, June 4-7, at The Studios at Paramount, Hollywood, CA, Booth #S223/Stage 31.

Colorfront products showcased include the 2015 versions of Express Dailies, On-Set Dailies, and Transkoder, all running on the latest MacPro workstation, plus On-Set Live 2015, running on the new Retina MacBook Pro. Integral to every product in the company's range is Colorfront Engine, the state-of-the-art, managed color pipeline toolset, which enables creative on-set look creation and ensures the color fidelity of UHD HDR materials and metadata through the entire camera-to-post chain. In Colorfront's tools, HDR is not an add-on, but a fully-integral part of the pipeline – from day one on-set to the final program delivery.

During Cine Gear Expo, Colorfront will yet again set new application benchmarks with hands-on demonstrations of workflows supporting the latest color, digital cinema camera and editorial formats. These advances underscore Colorfront's reputation as a leading UHD, HDR technology innovator for elite Hollywood productions, blockbuster motion pictures and high-end episodic TV shows.

The Academy Color Encoding System (ACES) is becoming the industry-standard for managing color throughout the life-cycle of motion picture and television productions. Colorfront is a member of the ACES Logo Program, and is showing full ACES 1.0 support across its On-Set Live, Express Dailies, On-Set Dailies and Transkoder product line enabling end-to-end, ACES-compliant productions.



Colorfront On-Set Live 2015 is being shown grading footage from a Sony F55 camera using 3D LUTs on AJA and HDLink Pro LUT boxes. In support of HDR monitoring and display, Colorfront is showing playback on professional and consumer High Dynamic Range UltraHD displays, including a 65" Samsung JS9500 UHD HDR TV set.

Colorfront has continuously focused on supporting the very latest camera formats, and these now include ARRI Alexa 65 and Alexa SXT, Panasonic Varicam V-RAW and AJA Cion, plus XAVC encoding and decoding. As production and post production go beyond HD into UHD, Colorfront is also highlighting the rendering of 4K DNxHR 4K for AVID MediaComposer, enabling content creators to shoot, deliver, edit and finish in 4K.

A further highlight is Transkoder 2015 on Mac, Colorfront's standalone, high-performance, file-conversion and mastering system for digital cinema and high-end UHDTV production. Transkoder will be demonstrated creating 4K DCP deliverables from Avid DNxHR editorial footage, for efficient and secure delivery of production content of the highest quality.

Colorfront has enjoyed considerable sales success with Transkoder amongst leading broadcasters such as BBC, NHK and MGO and VFX asset management systems such as Creative Cartel's Joust, who employ the technology for a wide range of 2K/4K /3D4K/8K/UHDTV and High Frame Rate (HFR) processing tasks.

**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](http://www.colorfront.com).