



NEWS RELEASE

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Colorfront Blows The Lederhosen Off 4K/6K/8K HDR at HPA 2020

Rancho Mirage, Feb 18, 2020 – Colorfront (www.colorfront.com) – the Academy, Emmy and HPA Award-winning developer of high-performance dailies and transcoding systems for motion pictures, broadcast, OTT and commercials – will showcase the powerhouse capabilities of its products to enable color-consistent 4K/6K/8K SDR/HDR acquisition-to-post workflows during the 2020 HPA Tech Retreat, 17-20 Feb, Rancho Mirage, CA. The company will also participate in the groundbreaking, cloud-based live production of “The Lost Lederhosen” short film, and share details of its pivotal role in the making of this mini-movie during the Retreat’s “HPA Makes A Movie” Supersession on Feb 18th.

In the Retreat’s Innovation Zone, Colorfront will demonstrate the 2020 versions of its Express Dailies and Transkoder systems running on the new Mac Pro and feeding dual Apple 32-inch Retina Pro XDR displays – one showing a 6K HDR GUI, the second being used for 6K HDR video monitoring. Express Dailies and Transkoder 2020 both incorporate Colorfront Engine state-of-the-art perceptual color-processing pipeline tools, and both support 6K HDR/SDR, ACES-compliant workflow, along with the very latest camera and editorial formats.

At Colorfront’s booth in the Innovation Zone, the company will showcase a DIT cart with Express Dailies 2020 on the new Mac Pro, working in combination with AJA FS-HDR, Pomfort LiveGrade and Blackmagic Resolve. The DIT cart will feed a Sony X310 4K HDR video monitor and will show color-managed, end-to-end workflow, from on-set, to dailies and final grading using Colorfront Engine.

The company is also showing Transkoder 2020 running on a Supermicro workstation with four NVidia GeForce RTX 2080 Ti GPUs and a AJA Kona 5 video card outputting to a 85" Sony Z9G 8K HDR monitor, plus the brand new AJA HDR Image Analyzer 12G, developed in partnership with Colorfront, which offers 8K HDR waveform, histogram and vectorscope monitoring.

A highlight for the Retreat’s 700+ delegates will be the live, cloud-based production and post of the short film “The Lost Lederhosen”, and the subsequent screening of the final movie during the Supersession, organized by Joachim Zell, VP of technology at EFILM, who also helms of this year’s event.



"The Lost Lederhosen" puts the spotlight on production and post production workflows that have not been seen before. Fifteen of the film's 20 scenes were shot in advance in Los Angeles, using an array of cameras – including Sony Venice, ARRI Alexa, RED Monstro, Panavision DXL, Blackmagic Ursa 4.6K G2 and Blackmagic Pocket Cinema Camera. The final five scenes will be similarly shot on a train set built in the conference center, after which the film will be post-produced in ACES in near real-time during the Retreat.

Colorfront's crucial role during the production of "The Lost Lederhosen" has been to streamline the 4K/6K/8K HDR/SDR dailies and metadata from all the different cameras involved. Colorfront newly developed, cloud-based integration with Frame.io made it possible to stream color-consistent camera log HEVC proxy files directly from Frame.io. Colorfront uploaded all camera originals to S3 storage in AWS; provided sound sync color graded dailies for viewing and editorial; delivered 2K, 4K and 8K OpenEXR format in ACES AP0 with camera and lens metadata for VFX and color-grading collaborators on the project. Colorfront's new Parametric LMT brought the full capabilities of the Colorfront Engine's color processing into a full ACES compliant pipeline. This allowed the seamless integration of a wide variety of cameras and extreme lighting with simple CDL adjustments.

Colorfront CTO, Bill Feightner, and Bruno Munger, the company's director of business development will present Colorfront's part in the workflow of the trailblazing film. A projected cinema version of the finished film will be screened for the HPA audience at the close of the Supersession. Colorfront will also show the 8K and HDR version of "The Lost Lederhosen", during remaining days of the Retreat in the Innovation Zone.

About Colorfront: Colorfront is headquartered in Budapest, Hungary, with offices in Los Angeles, and sales partners worldwide. The company's popular, award-winning on-set dailies and transcoding systems are utilized to process and deliver media for Hollywood blockbusters, high-end episodic TV and OTT internet entertainment. 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, a Primetime Engineering Emmy award and HPA Engineering Excellence Award. Colorfront has become renowned for the innovation, excellence and performance of its camera-to-post products, which include On-Set Dailies and Express Dailies, Transkoder and QC Player and in collaboration with AJA the FS-HDR and HDR Image Analyzer. www.colorfront.com