



## **NEWS RELEASE**

**Media Contact:**

Aron Jaszberenyi

E: [aron@colorfront.com](mailto:aron@colorfront.com)

T: +36 1 880 3900

### **COLORFRONT APPOINTS NMF TO DRIVE BUSINESS DEVELOPMENT IN LATIN AMERICA & BEYOND...**

**Budapest, Hungary, Sept 8th, 2016** – 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, has appointed Nacho Mazzini Family (NMF) ([www.nachomf.com](http://www.nachomf.com)) as the exclusive distributor and reseller channels driver for Colorfront products across Latin America, along with selected territories in Asia Pacific (APAC), plus Europe Middle East & Africa (EMEA).

From its offices in Buenos Aires, Argentina, and Miami, Florida, NMF has immediately focused on the promotion of Colorfront's market-leading Express Dailies and On-Set Dailies systems and Colorfront Transkoder, the standalone, high-performance, file-conversion and mastering system for digital cinema and high-end UHDTV/HDR production. NMF has already successfully sold Colorfront Express Dailies licenses to independent DITs, as well as multiple Transkoder licenses in the Latin American region for the mastering of HDR content to Netflix.

NMF is led by Nacho Mazzini, who has over 20 years of experience in hardware and software sales, as well as specialist knowledge of digital camera-to-post workflows, VFX and Digital Intermediate color grading, plus the organization of educational workshops/training programs.

Mazzini is well known amongst the production and post-production communities around Latin America, APAC and EMEA. During the 1990s he held leading sales roles at Softimage and Intergraph Computer Systems, followed by a two-year stint at 5D Solutions. He co-founded Assimilate Inc. in 2004, and was the company's VP of worldwide sales for 12 years, before establishing NMF in February 2016.



NMF holds exclusive distributor status for Colorfront products across Latin America, as well as various territories in APAC and EMEA. Along with distribution, NMF will lead and organize Colorfront reseller channels for these geographies. Colorfront will continue to work with ALT Systems as its main US distributor and reseller. Along with Colorfront, NMF is the exclusive reseller for RED Digital Cinema in South America.

*Aron Jaszberenyi, managing director of Colorfront, said, "NMF has the local knowledge and experience we need to expand sales of Colorfront on-set dailies and Transkoder solutions into new territories. Nacho himself comes with unbounded energy and enthusiasm, a unique approach to creating strong industry bonds, and is a familiar face among the digital cinema, broadcast and post production communities across Latin America and beyond. As Colorfront grows, NMF's knowledge and technical expertise of today's dynamic digital production, broadcast and post-production environments will be of immense value to Colorfront users and customers."*

*Speaking about NMF's appointment, Nacho Mazzini said, "The Colorfront brand stands for sheer excellence amongst leading Hollywood studios. I expect their market-leading reputation in cinema and broadcast production, and no-compromise approach to cutting-edge performance and productivity in on-set, UHDTV and HDR applications, will be of great interest to the customers we will be talking to."*

**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).