



For Immediate Release

**Codex Digital, Colorfront to Demonstrate Complete Dailies Workflow at NAB**

LONDON—4 April 2011— At NAB 2011, Codex Digital and Colorfront will conduct joint demonstrations of a new dailies workflow. The demonstrations will employ Codex's Transfer Station and Colorfront's On-Set Dailies, and will show the playback of ARRIRAW files from Codex's Virtual File System in real time.

“The Codex/Colorfront ARRIRAW workflow was used last November on the feature film “Styria” and we are excited to show it to a wider audience, says Codex Digital Managing Director Marc Dando. “This means that all of the technology is production-proven.”

“There is a natural fit between what Codex does and what Colorfront does”, explains Mark Jaszberenyi, “We believe that this workflow provides the most efficient way to produce movies at the highest possible quality and this will make it a compelling choice.”

The Codex Transfer Station for Mac will make the ARRIRAW files directly available to a Colorfront On-Set Dailies System, which will also have direct access to metadata via the Transfer Station, as well as audio files (from a separate source). The On-Set Dailies System will then be used for grading, sound-syncing and the creation of dailies deliverables such as Avid DnxHD, ProRes 4:4:4, H.264 etc... Mark Jaszberenyi explains, “The dailies grades are baked in to the dailies deliverables so that the creative intent is always shown, but the original files are archived without grading for later use in the final grading. The dailies grade is kept with the files as metadata so it can be used as a starting point. This maximizes creative control in an extremely efficient workflow.”

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### **About COLORFRONT**

Colorfront offers today's most advanced technologies for digital dailies, DI grading, high-resolution scanning and recording for visual effects, digital assembly of entire feature films, online and offline editing, digital opticals for features and trailers, restoration, cinema sound mixing, digital cinema mastering and deliverables. In 2010 Colorfront's software team was recognized with a Scientific and Engineering Academy Award® for the development of Autodesk's Lustre grading system. Colorfront is dedicated to delivering first-class services to motion picture and broadcast productions worldwide.

### **About Codex Digital**

Codex Digital, who are based in London, England design and manufacture high-end digital equipment for motion picture and television production, products include the award-winning high-resolution media recorders and a range of media management stations to manage the entire workflow of a digital production from set to post production. The company is setting new standards for end-to-end production workflow.

For more information please visit [www.codexdigital.com](http://www.codexdigital.com).

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