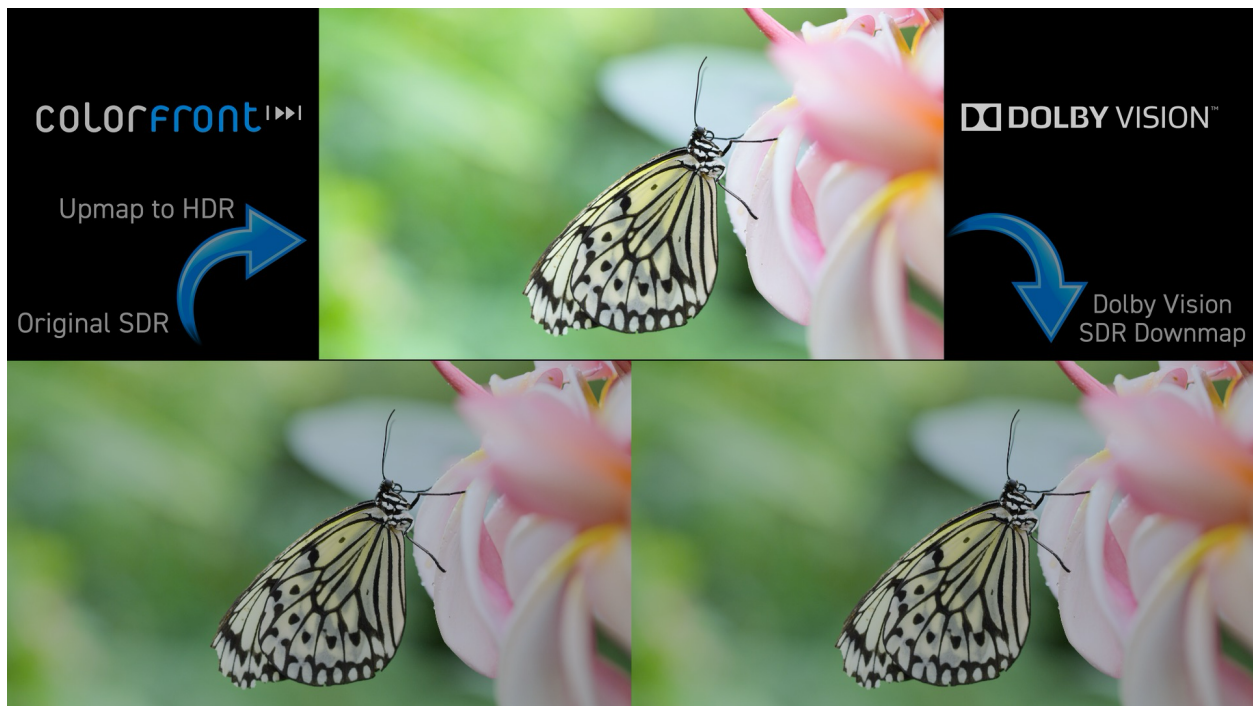




Colorfront Unveils Next-Gen SDR to Dolby Vision HDR Conversion at HPA Tech Retreat 2024 with CTO Bill Feightner to Host Breakfast Roundtable

Santa Monica, Feb 9, 2024 – Colorfront (colorfront.com), the multi-award-winning pioneer in high-performance dailies, transcoding, and streaming solutions for feature films, OTT, broadcast, and commercials, announces its involvement in the HPA Tech Retreat from February 18-22 in Rancho Mirage, CA. An essential gathering for the vanguard of film, streaming, and production technology, the HPA Retreat will serve as the stage for Colorfront to demonstrate its mastery in the art and science of color.

At the retreat, Colorfront is set to reveal the latest enhancements to its premier product suite, emphasizing its flagship mastering platform, Transkoder. This year's highlight is unveiling the Colorfront Engine's Dolby Vision conversion capability, a revolutionary feature that redefines the conversion of SDR content into Dolby Vision HDR. This conversion process not only transitions SDR to visually stunning Dolby Vision HDR but also produces unique Dolby Vision metadata, guaranteeing that the Dolby-derived SDR output visually matches the original SDR content. This innovative roundtripping method presents a unified, streamlined, single-source workflow for mastering and distribution.





The HPA Engineering Excellence Award-winning Colorfront Engine now allows users to seamlessly upgrade extensive SDR content libraries to the Dolby Vision HDR format, addressing the surge in HDR-ready displays and devices with a straightforward, time-efficient, and cost-effective solution.

Bill Feightner, CTO of Colorfront, will lead a breakfast roundtable at the HPA Retreat for an immersive discussion on this transformative technology. This session will delve into how Transkoder's new capabilities not only elevate the visual experience but also safeguard the artistic essence of the original SDR production.

Attendees at the HPA Retreat will have numerous opportunities to interact with the Colorfront team, witness live product demonstrations in the Innovation Zone, and immerse themselves in the dynamic, collaborative atmosphere for which the HPA Retreat is celebrated.

For additional details, please get in touch with Martin Vann via martinv@colorfront.com or explore more at colorfront.com.

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. colorfront.com