



NEWS RELEASE

Media Contact:

Aron Jaszberenyi

E: aron@colorfront.com

T: +36 1 880 3900

COLORFRONT PREviews "MUST-HAVE" HDR IMAGE ANALYZER AT 2018 HPA TECH RETREAT

Budapest, Hungary, Feb 21st, 2018 – Colorfront (www.colorfront.com), the Academy, Emmy and HPA Award-winning developer of high-performance, on-set dailies and transcoding systems for motion pictures, broadcast, OTT and commercials, is previewing its cost-effective, next-generation **Colorfront HDR Image Analyzer** in the Innovation Zone of the HPA Tech Retreat, Palm Springs, from 19-23 February, 2018.

Colorfront HDR Image Analyzer software delivers a comprehensive array of tools for the effective analysis of the latest HDR standards – including HLG (Hybrid Log-Gamma), PQ (Perceptual Quantizer) and Rec.2020 – on 4K/UHD content. Running on commodity hardware, Colorfront HDR Image Analyzer provides powerful new tools and eliminates the need for excessively expensive hardware-based video analyzer solutions.

Included in Colorfront HDR Image Analyzer's toolsets are waveform, histogram and vectorscope monitoring, plus a host of essential image analysis features such as: nit light level meter; out-of-gamut false color mode making it easy to spot out of gamut or out of brightness pixels; error logging; pixel picker; framestore with split-screen; line mode, which can focus the region of interest onto a single horizontal or vertical line; audio phase metering; and built-in support for most prevalent camera color spaces including ARRI, Canon, Panasonic, RED and Sony.

"Colorfront HDR Image Analyzer is one of a new-generation of cost-competitive tools from Colorfront aimed at post production facilities, studios, QC and mastering houses, who have to perform crucial quality control on Ultra High Definition (UHD), High Dynamic Range (HDR), Wide Color Gamut (WCG) material," said Aron Jaszberenyi, managing director of Colorfront. "HDR Image Analyzer's intuitive, easy-to-use toolset has already been appreciated as 'the future of the scope'. It's highly-affordable and a must-have appliance for any facility doing HDR delivery to OTTs, as well as colorists, editorial teams and QC ops working with materials such as HLG, SMPTE ST 2084 PQ and Rec.2020."



Colorfront HDR Image Analyzer runs on a convenient, 1RU form factor server and leverages the cutting-edge GPU performance of the very latest NVidia Quadro Pascal architecture graphics cards for monitoring, with AJA's Kona 4 HD-SDI I/O card supporting real-time input up to 4K/UHD@60.

Additionally, Colorfront has integrated full HDR Image Analyzer functionality to the second head-monitor output of its new QC Player and flagship Transkoder software, effectively augmenting these products with a full set of critical HDR analysis tools, but without the need for any separate investment.

Currently in beta test at major Hollywood post-production facilities, Colorfront HDR Image Analyzer is on course for release at NAB 2018 in April.

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. www.colorfront.com