



NEWS RELEASE

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COLORFRONT JOINS SRT ALLIANCE TO SUPPORT HIGH-QUALITY, LOW-LATENCY VIDEO STREAMING FOR REMOTE INTERNET/CLOUD WORKFLOWS

Budapest, June 1, 2021 – 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 – has joined the **SRT Alliance**, a collaborative community of industry leaders and developers striving to achieve high-quality, lower-latency internet video transport. As an active member of the SRT Alliance, this move also supports Colorfront’s strategy to deliver robust and reliable robust remote workflows for its motion picture and high-end TV clients who are increasingly adopting internet and cloud-based production and post-production operations.

The SRT Alliance, founded by Haivision in April 2017, already has more than 500 members. Its mission is to overcome the challenges of low-latency live streaming by supporting the collaborative development of SRT (Secure Reliable Transport), the fastest growing open-source streaming project. SRT is a free open-source video transport protocol and technology stack originally developed and pioneered by Haivision that enables the delivery of high-quality and secure, low-latency video across the public internet.

Colorfront uses SRT within its brand new Colorfront Streaming Server, a cost-effective, live-streaming appliance that delivers color fidelity and real-time performance for remote motion picture and high-end TV workflows. Using the public internet, Colorfront Streaming Server users can live-stream color and frame-accurate footage, in reference quality 4K HDR from third-party grading, editorial and VFX applications – such as Blackmagic Resolve, FilmLight Baselight, Adobe Premiere, Avid Media Composer, Apple Final Cut and Autodesk Flame – to multiple clients simultaneously anywhere in the world.



Multiple Hollywood facilities and independent post houses are now using Colorfront Streaming Server and benefitting from the high-level of predictability and security that SRT delivers, as they collaborate remotely on feature film and episodic TV productions.

"Remote and cloud-based workflows have become increasingly popular among our global base of production and post-production clients," said Aron Jaszberenyi, managing director of Colorfront. "The SRT protocol has proven an astounding platform to incorporate into Colorfront Streaming Server. We are delighted to join the SRT Alliance and look forward to playing our part in further developing SRT as an open-source video transport protocol that delivers even higher performance in a secure and reliable way across the public internet."

Jesús Carrillo, Director, SRT Alliance from Haivision, added, "With the SRT Alliance, Colorfront is joining a flourishing industry movement to improve the way the world streams video. We're pleased to see the SRT protocol being actively implemented by some of the world's biggest broadcast and enterprise streaming workflows, and welcome Colorfront as both a member and valuable contributor to the SRT Alliance, as the adoption and industry-wide recognition of SRT continues to grow into the de facto standard for low-latency internet streaming."

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

About SRT Alliance: The SRT Alliance is a collaborative community of industry leaders and developers striving to achieve lower latency internet video transport by continuously improving SRT, an open source video transport protocol and technology stack. Originally developed and pioneered by Haivision, SRT optimizes streaming performance across unpredictable networks with secure streams and easy firewall traversal, bringing the best quality live video over the worst networks. Haivision was awarded an Emmy® for Technology and Engineering from the National Academy of Television Arts and Sciences for developing the SRT protocol. For more information about the project and how to join the SRT Alliance, visit www.srtalliance.org