



## NEWS RELEASE

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### **COLORFRONT UNVEILS CUTTING-EDGE INNOVATIONS FOR REMOTE, COLOR-ACCURATE 4K HDR POSTPRODUCTION AT HPA 2022**

**Rancho Mirage, February 21, 2022:** Colorfront ([www.colorfront.com](http://www.colorfront.com)) – the Academy, Emmy and HPA Award-winning developer of high-performance dailies/transcoding systems for motion pictures, broadcast, OTT and commercials – is showing breakthrough features on **Streaming Server** and **Streaming Player**, its popular, cost-effective, live-streaming systems that deliver secure, sub-second latency and reference-quality pictures and audio for remote synchronous review, during the 2022 HPA Tech Retreat, taking place from February 21–24, in Rancho Mirage, CA.

These advances include: the trailblazing capability of Streaming Server/Player to enable the end-to-end review of reference-quality, frame/color-accurate, HDR Dolby Vision material via public internet; plus a special preview of **Streaming Server Mini**, a brand new, software-only product that allows creatives to live-stream material directly from popular NLE, compositing and color grading systems, without the need for additional hardware.

Launched and honored at HPA in 2021, **Streaming Server** is packaged in a 1RU form factor and can simultaneously stream up to four channels of 4K 4:4:4, 256-bit, AES-encrypted, reference-quality video, plus up to 16-channels of 24-bit AAC or PCM audio, to remote clients anywhere in the world over readily-available public internet. On the remote client/review side, Streaming Player enables color-accurate viewing and QC of HDR materials emanating from Streaming Server on a range of professional 4K reference displays, prosumer screens, and HDR capable notebooks, tablets, and smart phones.

Using footage shot by DP Claudio Miranda ASC at 8.6K on the brand-new Sony Venice 2, Colorfront will demonstrate the ease with which 4K Dolby Vision HDR material can now be streamed and reviewed with color-accuracy at various target luminance levels on different professional and consumer displays, including a Sony BVM-HX310 professional reference monitor, Apple Pro XDR display, the latest M1 iPad Pro and MacBook Pro M1Max notebooks with Liquid Retina XDR screens, as well as iPhone 12/13 Pro with Super Retina XDR screens.

The company will also preview its forthcoming **Streaming Server Mini** software-only solution, which can be easily installed and run on the same workstations that creative artists use to perform editorial, compositing and color-grading tasks. Using Streaming Server Mini, work-in-progress content can be easily streamed to stakeholders, wherever they are around the world.



Since launching in 2021, Colorfront's **Streaming Server** and **Streaming Player** have taken Hollywood by storm. Major studios, OTTs and post-production facilities – including *Warner Bros, Disney, Fox, HBO, Netflix, Light Iron* and *Streamland Media* – have already adopted the solution for their high-end streaming needs across different locations, countries and time zones.

*"Until now, remote collaboration on HDR projects has been a real, global, industry challenge,"* said **Aron Jaszberenyi, Managing Director at Colorfront**. *"However, as our HDR / Dolby Vision remote streaming demonstrations at HPA 2022 will show, Colorfront's latest innovations remove the roadblock to high-end collaboration completely, by delivering spectacular end-to-end picture quality, and all-important color-fidelity, on a convenient display device-of-choice – LED wall, cinema projector, broadcast monitor, notebook, tablet or smart phone. Our exciting initiative with Streaming Server Mini software will further open-up new and more efficient ways for creative artists to engage with their clients."*

Quanta, a leading post-production house with facilities in Brazil, Argentina and the US, has adopted Colorfront Streaming Server to support remote collaboration between its color-grading teams and clients working across its São Paulo, Rio de Janeiro, Buenos Aires and Miami sites, on UHD projects for Netflix, Paramount and HBO.

*"We have retired our previous, outdated and significantly more expensive, single-channel streaming systems in favor of Colorfront technology,"* said **Hugo Gurgel, Managing Director at Quanta**. *"The pristine picture quality, low latency and ease-of-use over broadband internet delivered by Colorfront, mean that we no longer have to spend time transferring footage between offices, and our creative artists and clients have a new level of ability and agility to work together on projects."*

In further news, **Bruno Munger, Colorfront Director of Business Development**, will take part in a special Light Iron stage presentation and panel discussion during HPA 2022, focusing on *Biosphere*, a feature that was shot and post-produced using a complete cloud-based workflow, where dailies deliveries were enabled by instances of Colorfront Express Dailies processing footage on Amazon AWS.

*"Two years after Colorfront participated in HPA's ground-breaking "The Lost Lederhosen" concept for cloud-based workflow,"* said Munger, *"Biosphere is a perfect example of how cost-effective and viable end-to-end cloud-based production and post really is today."*

**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](http://www.colorfront.com)