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NEWS RELEASE

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COLORFRONT INTRODUCES EXPRESS DAILIES AT NAB 2012

New cost-effective system supports grading and data wrangling workflows for commercials, motion picture and TV productions

NAB 2012, Las Vegas, April 16, 2012 – Academy Award-winning developer Colorfront (www.colorfront.com) today announced Express Dailies, a high-performance, affordable and easy-to-use dailies tool for commercials, motion picture and TV production workflows, and the first multi-license purchase of Express Dailies by Hollywood post facility Light Iron for its OUTPOST system.

Express Dailies is based on the leading image-science technology, color grading and management tools that feature in Colorfront's renowned On-Set Dailies system, used on major Hollywood features and primetime episodic TV shows. Express Dailies is designed to meet the need of productions for a simple, cost-effective color grading and data wrangling tool, but with leading edge features and performance.

Colorfront Express Dailies delivers integrated, production-proven tools for dailies work – including playback and sync, QC, color grading, audio and metadata management – with state-of-the-art color and image science, and the delivery of simultaneous faster-than-realtime deliverables in all common file formats.

Highlights of Express Dailies include a simple GUI, for users such as DITs or camera assistants, realtime RAW support for the very latest digital cameras, faster-than-realtime deliverables in multiple formats, plus data and archival management.

Aron Jaszberenyi, managing director of Colorfront, said, "Express Dailies is an exciting new addition to Colorfront's family of dailies and back-end workflow systems for feature, television and commercials production. It gives them access to a set of leading edge features with the same market-leading performance of our On-Set Dailies system, which has gained such a dominant market position."

Colorfront today announced that Hollywood post facility Light Iron has purchased multiple licenses of Express Dailies to enhance its entire range of OUTPOST mobile systems. Michael Cioni, CEO of Light Iron, said: "Colorfront is in a league of its own, offering a software product that dominates mobile dailies applications. Light Iron is developing an international standard for mobile post production, through hardware, software and education. Our teams' joint collaboration will enable productions worldwide to maximize the benefit of mobile post services."

To optimize performance, the new 64-bit software runs on the Mac OSX platform, and supports NVidia CUDA GPU processing. Express Dailies delivers realtime RAW support for all major RAW formats, including Red Epic, Sony F65RAW, ARRIRAW, Canon C300 and new C500, Phantom, Go Pro, and DSLRs, such as the Canon 5DMkIII. HD previews can be enabled through the addition of RED Rocket cards. Users can quality-check imagery using waveform monitor and histogram analysis tools.

Output-format options for Avid editorial include DNxHD 444 and all ProRes for Final Cut, uncompressed DPX, TIFF, OpenEXR, QuickTime as well as H264 for web-based dailies services and Apple devices. 4K RAW images can be saved as still images and dailies can be streamed in full HD, via a bundled server to COPRA, a free-of-charge iPad application, available at the App Store.

The image-processing capabilities of Express Dailies include support for the IIF/ACES workflow, and high-quality RAW image de-Bayering, color grading, image-resizing and a range of burn-in/watermarking options.

For data management and security of material, Express Dailies delivers logged checksum copies to LTO and multiple drives, and integrated PDF QC reporting, tying together copy, archive, and physical inventory control.

Colorfront at NAB 2012
Colorfront's, new Express Dailies, On-Set Dailies Summer Release and Transkoder Engine, will be presented by several key industry partners at NAB 2012, 14 – 19 April, Las Vegas, NV:

- ALT Systems – Renaissance Hotel, Presidential Suites
- BandPro – Booth #C10308
- Codex Digital – Booth #C9811
- Canon – Booth #C4325
- DotHill – Booth #SL13405
- Sony – Booth #C11001
- HPA Post Pit #SL14805 on Tuesday April 17, 2012

Colofront's On-Set Dailies, Express Dailies and Transkoder Engine, were developed by the same team which won the 2010 Scientific and Engineering Award® from the Academy of Motion Picture Arts and Sciences®, for the development Autodesk's Lustre® grading system.

About Colorfront: Colorfront, based in Budapest, Hungary, is one of Europe's leading DI and post production facilities. The company was founded by brothers Mark and Aron Jaszberenyi, who together played a pivotal role in the emergence of non-linear DI. The company's R&D team earned an Academy Award for the development of Lustre, Autodesk's DI grading system. Combining this in-depth expertise with a pedigree in the development of additional cutting-edge software for color enhancement, Colorfront offers today's most advanced technologies for scanning and recording, DI grading, conforming, digital dailies, VFX, online and offline editing, cinema sound mixing, mastering and deliverables. For further information please visit www.colorfront.com