

## NEWS RELEASE

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### **COLORFRONT DELIVERS EVEN MORE AI/AUTOMATION POWER AND EXTENDS TECHNOLOGY PARTNERSHIPS WITH DOLBY & APPLE**

**NAB 2026, Las Vegas** – Colorfront ([colorfront.com](https://colorfront.com)) – the Academy and Emmy Award-winning developer of high-performance cinema mastering, transcoding and streaming technologies – has introduced a host of advanced AI, automation and usability features into the 2026 version of Transkoder, its high-performance, GPU-accelerated mastering and transcoding software, and has extended collaborations with technology partners including Dolby and Apple.

“With its powerful new arsenal of AI/automation tools and improved usability, Transkoder 2026 is reshaping workflow in digital cinema and high-end UHD TV production,” **Mark Jaszberenyi, CEO, Colorfront**. “These new features unleash opportunities to push speed and efficiency to even greater levels on crucial, time-consuming mastering, transcoding and QC procedures.”

#### **AI INTEGRATION & AGENTIC AI WORKFLOW INFRASTRUCTURE:**

Colorfront has incorporated AI into Transkoder for several years, and has now taken further leaps forward by establishing integration pathways for public and locally-deployed AI API models. The production-ready Text Detection module catalogs on-screen written text and generates structured reports, while innovative AI-assisted capabilities encompass super-resolution upscaling and frame-rate conversions.

Colorfront has also formalized its approach to Agentic AI integration and Agentic AI-orchestrated production pipelines. Transkoder enables functionality through MCP (Model Context Protocol) servers and skills offering structured, discoverable interfaces for external AI agents. Accompanying machine-readable schemas, plus API documentation, allow users to invoke Transkoder operations robustly with AI agent automation.

#### **EXPANDED AUTOMATION TOOLSETS & FASTER RENDERING:**

Along with the advantages of AI power, Colorfront has taken significant strides to automate and accelerate routine workflow tasks with implementation of the Colorfront browser-based review/orchestration platform.

Currently in closed beta with select customers, the new platform supports hybrid operation: the automated execution of routine tasks, such as ingest, QC, transcoding and deliverable preparation, along with full operator oversight and intervention capability. At any stage, users can escalate jobs directly into Transkoder’s interface without workflow disruption. The Colorfront platform supports on-premises, private data center and public cloud deployment, including encrypted DCP workflows in AWS.

The development of a Linux based Transkoder Engine, optimizes render farm and automated pipeline deployment, while Transkoder Engine’s new persistent execution mode maintains live rendering across successive jobs. This eliminates overheads that compound significantly in shot-level processing workloads. API integration has been simplified through improved documentation and the addition of schema files.

### **NEW AUTOMATED QC & MEDIA ANALYSIS TOOLS:**

The QC pipeline has been extended with new Detection modules targeting common media integrity issues, including clipped highlights, crushed blacks, camera judder and matte intrusion. Updated QC reporting delivers more granular per-process detail, in machine-readable result and human-readable PDF formats.

### **PRODUCTIVITY IMPROVEMENTS:**

Transkoder's dual-timeline architecture has been enhanced with a variety of real-time synchronized playback modes – ganged, side-by-side, wipe and difference – enabling frame-accurate comparative review without context switching.

Identifying editorial changes between content versions has historically required either full re-QC or labor-intensive manual review. Transkoder's new Composition Comparison Engine eliminates both paths through a combination of semantic video content analysis and robust pixel-level comparison. The engine also allows fully automated alignment of textless elements relative to a texted longplay video asset.

Audio automation has been introduced through keyframe-driven volume curves, addressing a core requirement in localization workflows for loudness and censorship compliance. Lock, Solo and Mute controls are now available across all video and audio tracks, and gap-handling behavior has been aligned with established NLE conventions.

Bin Management for organizing media and metadata has been improved with a structured list view, specially-optimized for productions that have complex naming conventions. Operators can now assign multiple metadata labels per project, with full search and sort integration – supporting better asset-governance across multi-title operations.

### **COLLABORATING ON DOLBY VISION 2 & APPLE VISION PRO:**

As a close technology partner of Dolby, Colorfront is among the first to demonstrate creation workflows for Dolby Vision 2 experiences on the latest high-performance TVs. Colorfront's implementation enables adding metadata for the Dolby Vision 2 extended feature set to existing Dolby Vision XML metadata, including the innovative de-judder metadata creation toolset that allows authentic motion control on problematic material, with real-time preview supported via HDMI tunneling to Dolby Vision 2 reference TVs.

In the realm of immersive content, Colorfront Transkoder and On-Set Dailies support an end-to-end delivery pipeline for Apple Vision Pro, combining a GPU-accelerated image-processing stack with the integrated MainConcept MV-HEVC encoding library. The new Colorfront Immersive Utility - available in the App Store - allows filmmakers to master and verify packages for Apple Vision Pro.

### **About Colorfront:**

Colorfront, headquartered in Budapest with offices in Los Angeles, is an Academy and Emmy Award-winning developer of innovative cinema mastering, transcoding, and streaming solutions. The company's cutting-edge technologies enable studios, streaming services, filmmakers, and exhibitors worldwide to deliver consistent and artistically precise cinematic experiences across all formats. Trusted by Hollywood studios and leading content creators, Colorfront continues to pioneer advancements in digital cinema workflows, preserving creative intent while enhancing operational efficiency. For more information, visit [colorfront.com](https://colorfront.com).