colorfront ⏩⏮

NEWS RELEASE

Media Contact:
Angus Mackay
E: angus@colorfront.com
T: +1 514 758 0922

COLORFRONT SHOWCASES EXPRESS DAILIES 2013

Latest release adds live color-grading, bin management, and integrated copy functions to enhance creativity and further streamline production.

Las Vegas, 8 April 2013 – Academy and Emmy Award winning developer Colorfront (www.colorfront.com) introduces **Express Dailies 2013**, the latest version of its accessible high-resolution on-set digital processing system for television, commercials, and other productions. This new 64-bit release, which includes hundreds of user-requested improvements and updates, adds significant new functionality that aids producers, colorists, and post-production managers as they seek reliable and efficient pipelines for digital production and post.

Express Dailies is the world's simplest high performance digital processing system, and is used by top Hollywood production suppliers such as **Bling Digital**, **Encore**, and **Light Iron** on popular shows such as **Dracula** (NBC), *Raising Hope* (ABC Studios), *Body of Proof* (20th Century Fox Television), *Falling Skies* (TNT), **The Selection** (Warner Brothers), and **Strike Back** season 4 (Sky, HBO). It integrates production-proven tools for dailies work – including playback and sync, QC, color grading, audio and metadata management – with sophisticated yet simple-to-use color science to deliver simultaneous faster-than-real-time deliverables in all common file formats.

Express Dailies 2013 offers **Live!** which provides real-time de-Bayering and grading of live camera signals. DPs and on-set colorists can now interactively design looks prior to shooting, fostering greater creative freedom. This ability to preview and grade on a live RAW signal makes color work a creative and pre-production design process instead of a corrective post-production task.

"With live grading workflows, there's a huge disconnect between creative decisions made on set and the application of those decisions in downstream deliverables. The process is inefficient, manual, and prone to error." said **Stephen Lovett, Outpost Manager, Light Iron**. "The industry needs a robust solution where live grading decisions are applied as easily to downstream deliverables as with non-live grading workflows. Light Iron has been closely partnered with Colorfront in developing the industry's best solution for live grading".

The new integrated **Copy Central™** capability in Express Dailies 2013 eases dailies and deliverables production even further by offering integrated simultaneous checksum copying to multiple destinations, including archiving to LTO, and produces easily legible PDF manifest reports.

Users of Express Dailies 2013 are able to easily manage media and metadata with the new **Bin** tool, which includes creation of bins and timelines, advanced sort and search based on all metadata, and file export for easy project management.

Integration into color grading and finishing workflows is made simpler than ever with Colorfront's **EMD** metadata support, for seamless transfer of project and color data and media data through the production chain.

"Television producers come to Bling for our expertise and the range of services we provide. The digital pipelines we build for them need to support the latest cameras and formats, be fast, simple and flexible, and yet have the best color processing. Colorfront systems give us all this capability, and Bling will use the new integrated Copy Central and Bin functionality in Express Dailies 2013 to deliver even better workflows for our customers" said **Chris Parker, CTO, Bling Digital, Hollywood**.

"The transition away from film and tape is nearly complete, and file-based acquisition and post is a reality for all types and levels of production" said **Aron Jaszberenyi, Colorfront**. "Express Dailies 2013 offers industry-leading high performance processing and award-winning Colorfront image science in an accessible and easy-to-use package. Producers using Express Dailies know that their crews are using their time in making better shows, not managing long and complex media and metadata pipelines."

Colorfront solutions will be showcased by several key industry partners at NAB 2013, April 8–11, in Las Vegas:

> **ALT Systems** | Renaissance Hotel
> **Abelcine** | Booth #C6013
> **AJA** | Booth #SL3816
> **BandPro** | Booth #C10408
> **Canon** | Booths #C3628, #C4325
> **Codex Digital** | Booth #C6048
> **TVLogic** | Booth #SL1605

Colorfront will also present at the HPA Post Pit, and Colorfront's US distributor ALT Systems will host a by-appointment-only Colorfront technology demo suite at the Renaissance Hotel, adjacent to the South Hall of the Las Vegas Convention Center.

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, 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.