



## NEWS RELEASE

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## HOLLYWOOD'S BEST CHOOSE COLORFRONT SYSTEMS

*Leading studios and service bureaus create latest blockbusters, popular shows, and series pilots with Colorfront dailies systems*

**Budapest, 5 April 2013** - Academy and Emmy Award winning developer Colorfront ([www.colorfront.com](http://www.colorfront.com)) today congratulates **Technicolor Creative Services, Deluxe, Bling Digital, and EFilm** on their acquisitions of additional Colorfront systems for look design, dailies processing and workflow management, and also welcomes **Industrial Color** of New York, as well as **New Edit, Creative Science,** and **Arsenal**, all of Los Angeles, to the list of Colorfront customers.

"On a television series, being able to handle multiple camera formats is vital and Express Dailies supports them all. Syncing picture and second system sound is another requirement, and Express Dailies does it automatically and quickly, and it is very easy to slip to the exact sync point, which is a real time saver" added **Michael Most, Director, On Location Services, Technicolor.**

Bling Digital has significantly expanded its use of Express Dailies systems, adding an additional 15 seats to their fleet. Chris Parker, CTO, Bling, said "After our real world testing of Express Dailies on several shows across North America, we've decided to move forward and roll it out to more of our clients. More and more TV pilots, series and now movies are looking to Bling for services, and Express Dailies is a tool that allows us to meet this growing demand."

Known for its expertise in video and working with companies such as Louis Vuitton, Dior, and Victoria's Secret, **Industrial Color** of New York has recently added high-end, secure dailies service to its offerings. "We've been at the forefront of digital content production for years: processing on set, controlling data management, and providing excellent color science" said **CEO Steve Kalalian.** "Incorporating Colorfront in our workflow was the clear choice for our high-end, secure dailies services. We use Colorfront's On Set Dailies for in-house processing and use the Express Dailies system for our state-of-the-art mobile systems."

**EFilm** has added three seats of Colorfront Transkoder Engine for increased productivity in their shop. Transkoder provides faster-than-realtime background rendering for On-Set Dailies and Express dailies, as well as stand-alone file conversion, from camera RAW formats to mezzanine for editorial, DPX, TIFF, and OpenEXR sequences for visual effects and DI, and mastering formats such as DCI, and AMWA. With XML and command line integration, Transkoder integrates easily into custom pipelines.

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** (20<sup>th</sup> 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.

"Colorfront's Express Dailies is a critical piece of the state-of-the-art workflows that Light Iron provides to projects such as Disney's *The Muppets...Again!* and HBO's *Veep*. Whether on episodic series or features, the software's speed and advanced toolset empower us to manage color, sync audio, and quickly process any camera formats for these shows and many others" said **Paul Geffre, Senior Producer, Light Iron**.

On-Set Dailies is the most widely adopted digital processing system, and is used by elite Hollywood production suppliers such as **Technicolor, Deluxe, EFilm, and Encore**, on the most demanding productions such as the recent **Zero Dark Thirty** (Columbia Pictures), and **World War Z** (Paramount Pictures) or the upcoming **Iron Man 3** (Marvel/Walt Disney) and **The Wolverine** (20<sup>th</sup> Century Fox). Its production-proven tools for dailies work are augmented with advanced features such as **stereoscopic** workflow support, **real-time 4k de-Bayering, UHDTV and 4k** support to make On-Set Dailies the tool of choice for high-end productions.

"Exacting users working on the best and newest in film, television, commercials and other productions are looking for powerful yet simple tools to help them meet the challenge of file-based production. Colorfront's deep understanding of these workflows has led us to offer sophisticated, efficient, and easy to use systems, and it is thrilling to see how our rapidly growing list of customers is helping to create such amazing shows with our tools" said **Aron Jaszberenyi, Colorfront**.

The latest 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](http://www.colorfront.com).