



NEWS RELEASE

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COLOFRONT TRANSKODER 2014 ATTRACTS MAJOR BROADCASTERS WORLDWIDE

Las Vegas, 2014 April 9, NAB – Colorfront (www.colorfront.com), Academy and Emmy Award-winning developer of high-performance, on-set dailies and transcoding systems for motion picture, high-end episodic HDTV and commercials production, today announced it has made multi-license sales of On-Set Dailies 2014 with Transkoder option (OSD Transkoder), its standalone, automated system for fast, high-quality digital file conversion, to major broadcasters worldwide, in advance of its US debut at NAB 2014 in Las Vegas.

Typically, OSD Transkoder has been used by studios, post and VFX facilities involved in digital cinema and high-end TV, such as Deluxe and Technicolor, to render RAW digital film data to multiple post production formats. However, a number of major broadcasters worldwide, including the UK's BBC and Japanese broadcaster NHK, have made multi-license purchases of OSD Transkoder 2014.

"Digital cinematography cameras for 4K and UltraHD are now ubiquitous and are gaining popularity in broadcast production as well as motion picture and high-end episodic TV series," said Aron Jaszberenyi, managing director of Colorfront. "Now, major broadcasters have recognized that OSD Transkoder presents a fast, reliable and cost-effective system to convert footage, with the right color science, between the plethora of formats in acquisition, post production and distribution."

Marc Baleiza, account manager and post-production expert at workflow consultants Support Partners, commented, "When considering an enterprise transcoding solution for a major broadcasting customer, we had a number of requirements – namely, support for a wide range of broadcast and digital film formats, software that is deployable on commodity hardware platforms, a simple integration interface, and the ability to deploy and scale into the cloud.

"Colorfront's OSD Transkoder is the only product that currently meets these demands today. Colorfront is a reputable organization, with a history of providing highly-innovative and dependable products, closely aligning with our own values and vision for the industry."



NHK Enterprises, Inc, part of Japanese public broadcaster NHK, has also purchased multiple OSD Transkoder licenses, to process its extensive library of 4K nature, documentary and drama content. OSD Transkoder systems are integrated with, and controlled by, an in-house asset management system, and generate 4K ProRes files for finishing and mastering in Final Cut X from over a Petabyte of RED and Sony F55 RAW and the other camera footage.

"We chose Colorfront's OSD Transkoder as it is a proven workflow workhorse for 4K, as well as HD and UltraHD materials," said Yoshikatu Date, executive producer at NHK Enterprises, Inc. "The speed at which it processes 4K is very impressive, and has enabled us to create a streamlined workflow including for quality control, grading and encoding to various formats."

OSD Transkoder 2014 features:

At NAB 2014, OSD Transkoder 2014 will be shown running on both Mac and PC platforms, online editing RAW film data, converting to various output formats, as well as color grading and rendering a range of 2K/4K/UHDTV material in various high-end delivery and mezzanine formats.

Chief among the new features in OSD Transkoder 2014 are a brand new, easy-to-use user interface, a multi-track timeline, EDL conform editing tools, support for subtitling, automatic watch folder processing, extended support for CinemaDNG, R3D GPU de-Bayer, ARRIRAW OpenGate, F65/F55 Slog3, Canon C500 Cinema Gamut and Phantom Flex 4K camera formats, plus deliverables including DCPs, IMF, AS-02, AS-11 DPP and HEVC.

Colorfront will show the latest version of OSD Transkoder, and its market leading Express Dailies, On-Set Dailies systems, at NAB 2014, Las Vegas.

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, and a Primetime Engineering Emmy for the Colorfront On-Set Dailies. 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.