telairity

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Telairity, ASSIMILATE and 3ality Digital Partner to Deliver First Global System for Remote Review of 3D Post-Production

New System Enables Real-time 3D Post Reviews in SCRATCH v.5.1 Anywhere in the World

Las Vegas, Nev. – April 13, 2010 – Telairity™, ASSIMILATE™ and 3ality Digital today announced the first system for reviewing and approving 3D post-production content at remote locations anywhere in the world via IP, satellite or other networks.   Real-time or off-line viewing of 3D files is now a reality for complete remote collaboration of stereo/3D productions.

To meet the global demand for post production of 3D features and TV productions, the Telairity/ASSIMILATE/3ality Digital system enables the transmission of 3D content to and from remote locations, resulting in unprecedented time and budget savings. This is the first system that allows true global 3D post collaboration for reviewing dailies in a secure, easy to deploy solution.

The new system for remote viewing of 3D video is being demonstrated in the Telairity booth at the Las Vegas Convention Center (South Hall, upper floor -

#SU7526) on the show floor and in the ASSIMILATE demo suites at the Renaissance Hotel.

According to Bernie Laramie at Stereoscope Studios, "This 3D remote-review system offers an invaluable solution to us and our clients. It provides a truly colossal leap in productivity for both post production and their clients. It can reduce ten days' work to ten minutes. This solution eliminates the distance limitation so that we can work with post crews everywhere. Production teams work globally today, so this is a brilliant solution for managing 3D client reviews."

Ben Silva, senior vice president of worldwide sales at Telairity noted, "By combining Telairity's technology for generating broadcast-quality video at low bit rates with world-leading 3D technology from ASSIMILATE and 3ality, we are able to provide the industry's first end to end solution for efficiently editing, formatting, reviewing, approving and distributing 3D sources from anywhere in the world to anywhere in the world. Our solution creates a true borderless review, approval and collaboration process in a highly secure, broadcast-quality solution over any type of network including satellite or IP."

The Telairity/ASSIMILATE/3ality Digital system will be available before the end of Q2.

About ASSIMILATE
ASSIMILATE™ is transforming post production of visually complex imagery projects with its SCRATCH® Digital Finishing Solution, the essential mix for a real-time, resolution-dependent data workflow. SCRATCH v5.1 moves creative artists into Post 2.0, the next-generation of digital post production tools to achieve the highest level of quality in digital cinema imagery. Along with data management, SCRATCH features a rich set of DI and post tools for working in any combination of HD/SD, film (2K, 4K), 3D, RED MX, and RED MX3D. ASSIMILATE is committed to empowering the broad spectrum of creative and post-production professionals with state-of-the-art, easy-to-use, data-centric solutions that deliver optimal price/performance. To learn more about SCRATCH, see www.assimilateinc.com.

About 3ality Digital
3ality Digital develops enabling technologies to power live?action 3D entertainment from image capture through presentation, independent of viewing environment. 3ality

Digital's camera platforms, stereo image processing systems, and 3D image scaling technologies are quickly earning a reputation as the "gold standard" for the emerging medium, and are rapidly being adopted by broadcasters, production companies, studios and consumer electronics manufacturers. For more information, see the 3ality website: www.3alitydigital.com.

<u>About Telairity</u>
Telairity is a supplier of innovative real-time H.264/AVC (MPEG-4) video compression solutions for broadcasting, post production, backhaul, IPTV, and related markets. The company's unique video processing technology, based on the Telairity T1P2000 multi-core video processor and associated direct-execution AVClairity video compression software, delivers the industry's lowest latency and best price/performance for real-time H.264 video encoders today, with unique features like "instant-on" service. For more information visit www.telairity.com