

For immediate release

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CHROME Imaging Announces Real-time 4K Color Grading For Matrix Compositing

Geneva, Switzerland, March 8th 2005 – CHROME Imaging is pleased to announce that **Matrix Compositing**, CHROME Imaging's next-generation digital intermediate solution, has been optimized to handle the real-time manipulation of uncompressed 2K and 4K 10-bit log material. High-res digital masters up to 4K can now be ingested, assembled, image processed, reviewed and finally delivered on one, fully integrated solution. This significant technological advance makes **Matrix Compositing** the ideal solution for delivering digital intermediates via a solid and efficient workflow.

"Being at the forefront of Digital Cinema in Italy, we intensively compared a large variety of color grading systems using material we shot in 10-bit log HD and 2K. Matrix was the only one capable of retaining the full dynamic range of the uncompressed data and process it in realtime. Matrix is truly the ideal solution for DP's willing to master the Digital Intermediates process from beginning to end", said Guido Gruber, Head of Digital Cinema at Digit One, Italy.

Matrix Compositing provides postproduction professionals with a complete set of tools to seamlessly color grade data or film-oriented material in real time. Thanks to CHROME Imaging's proprietary color processing software technology, colorists have the ability to control any aspect of an image – in part or as a whole – without compromising the image quality or color fidelity of the delivered result. Including an open and highly-accurate color management system, color fidelity is kept throughout the whole digital mastering process.

Matrix Compositing Color Grading key features include:

- Instant feedback while color grading 2K/4K 10-bit log material
- Linear or logarithmic 32-bit float colorspace working environment
- Real-time primaries with brightness, contrast, color balance and custom curves controls
- Shot-by-shot grading of material conformed via 3rd party EDLs
- 12 independent secondaries per shot
- Ultra-precise, pixel-perfect, hierarchical rotospline shapes
- Accurate motion tracking with trajectory prediction
- RGB, CMY, HLS, YUV and HMS keyers
- Open support for 3rd party 1D / 3D LUTs for system color calibration
- Telecine-like tools including histogram, vectorscope and RGB parade displays
- Dual-mode (film or video) exposure control
- Ability to mix video and film sources in an unified color grading decision list

In addition to the digital intermediate features that **Matrix Compositing** offers, users also have access to a wide range of high-end compositing features that enable artists to create complex visual effects in a resolution-independent, non-linear compositing environment.

"We are proud to provide postproduction facilities with such a powerful tool as it can handle the extreme production requirements of the Digital Cinema with ease and renders the Digital Mastering Process finally possible", said Dan Tatut, CEO of CHROME Imaging.

Matrix Compositing is currently available only through direct contact with CHROME Imaging. If you are interested in finding out more about **Matrix Compositing**, in scheduling a private demo or in receiving a quote, do not hesitate contact us.

About CHROME Imaging

Based in Geneva, Switzerland, CHROME Imaging is a developer of high-end systems for advanced film and HD postproduction. CHROME Imaging provides systems ranging from capture to processing, restoration and archiving of digital media designed to meet the demanding requirements of the Digital Cinema revolution. All the products are based on a common powerful media-oriented architecture specially developed to sustain the versatility of the film and broadcast workflows. For further information, please visit www.chrome-imaging.com.