



## NEWS RELEASE

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### **COLORFRONT EXPRESS DAILIES EXCEPTIONAL TOOLSET LURES NEW CUSTOMERS WORLDWIDE**

Combination of on-set look creation, media management tools and platform-choice inspire rapid adoption of Express Dailies

**IBC 2012, Amsterdam, Sept 7, 2012** – Academy Award-winning developer Colorfront ([www.colorfront.com](http://www.colorfront.com)) today announced details of new customers to purchase Express Dailies, its high-performance on-set dailies system for commercials, motion picture and TV production. Attracted by Express Dailies' combination of on-set look creation, media management tools and platform-choice, North America's Bling Digital, Dingbat DCS in Australia, Panoptimo in Germany, Headquarters in Los Angeles, TelFrance in Paris, and Valvula Films in Chile, have joined Hollywood's elite Technicolor, Encore and Light Iron, in making license purchases of the new software.

Express Dailies is built on the leading image-science technology, color grading and management tools that feature in Colorfront's renowned On-Set Dailies system, which is already widely used on major Hollywood features and primetime episodic TV shows.

Express Dailies meets the need for a compact, easy-to-use, high-performance on-set, look-creation and data wrangling system. It combines production-proven tools for file-based dailies work – including playback and sync, QC, color grading, audio and metadata management, plus checksum-verified copying and LTO-5 archival – with state-of-the-art color and image science, and outputs simultaneous faster-than-reatime deliverables in all common file formats.

Bling Digital is one of the most recent customers to make multi-license purchases of Express Dailies for its Toronto, Vancouver and Los Angeles outlets. Bling Digital is a division of rental facility SIM Digital, and offers workflow solutions including on-set data management, video assist, digital dailies, archiving and post-production for digitally acquired productions.

"What Colorfront has engineered with this release of Express Dailies is nothing short of amazing," said Chris Parker, chief technology officer of Bling Digital. "Its elegant interface and incredible performance make it the best in class dailies tool, hands down. Express Dailies will allow us to continue to better service our client's workflow needs."



Colorfront attributes the rapid acceptance of Express Dailies to the new levels of performance it brings to on-set dailies workflows, via the range of platform, on-set look creation and media management tools available with the new software.

Highlights include: support for the latest Mac Pro tower, and MacBook Pro with Retina Display; on-set look-creation tools, via a streamlined user-interface; 64-bit, realtime RAW support for the very latest digital cinema cameras; faster-than-realtime deliverables, with concurrent encoding to multiple formats; plus extremely fast, checksum-verified, media management and archival tools.

**Platform choice:**

Express Dailies is available on the latest Mac Pro tower and Retina display MacBook Pro laptop, with flexible dongle licensing allowing users to move between the two platforms as required. Weighing less than 2kg, Express Dailies on MacBook Pro delivers a particularly compact, and portable option. The powerful GPU allows playback and deBayer of any RAW format including Blackmagic's new Cinema Camera, plus Sony F65, ARRI Alexa, Canon C500 and Phantom. Thunderbolt enables fast SSD and RAID storage connectivity.

PCIe expansion, on both the Mac Pro tower and Thunderbolt-equipped Retina display MacBook Pro versions, provides SAS connectivity to a range of complementary back-up devices including Codex Transfer Station, LTO-5 drives, SxS card readers and RED Rocket. Both platforms provide professional, 10-bit, HD video output from Express Dailies, via AJA's KONA 3G card on the Mac Pro version, and AJA Io XT on the MacBook Pro.

**On-set Look-Creation:**

For interactive on-set look-creation, Express Dailies supports Tangent's Element control panel, plus live grading of the digital camera feed. Express Dailies exports and manages 3D LUTs to external LUT boxes, including Blackmagic's HDLink Pro, used recently on *The Borgias Season 3*. Express Dailies supports the IIF/ACES workflow and the ASC CDL (Color Decision List).

**Media Management:**

The media management toolset within Express Dailies enables users to manage and track all ingested footage. The Copy Central feature provides checksum-verified copying of assets to multiple destinations, including LTO-5 archival with LTF5 capability. The toolset also includes waveform monitor and histogram analysis tools for QC and integrated PDF QC reporting.

**IBC 2012:**

Express Dailies will be presented at IBC 2012, Amsterdam, 7-11 Sept, at Sony (Hall 12.A10), AJA (Hall7.F11) and Tangent (Hall 7.G35).

**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) or [www.expressdailies.com](http://www.expressdailies.com).