



## NEWS RELEASE

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### **COLORFRONT TRANSKODER GETS APPROVAL FROM AMAZON/SAMSUNG, DOLBY LABS, PANAVISION AND NHK**

**NAB 2017, Las Vegas, April 24, 2017** – Colorfront ([www.colorfront.com](http://www.colorfront.com)), the Academy and Emmy Award-winning developer of high-performance, on-set dailies and transcoding systems for motion pictures, high-end episodic TV and commercials, has reinforced its reputation for market-leading performance and capabilities with today's announcement that Transkoder has been certified by Dolby Laboratories for Dolby Vision High Dynamic Range (HDR) content mastering, as well as being approved by Amazon/Samsung for HDR10+ Dynamic Tone Mapping and metadata mastering.

Transkoder is the ultimate workflow tool for handling the latest UHD, HDR camera, color, editorial and deliverables formats used in digital cinema, high-end episodic TV and OTT/Internet entertainment. Running on cost-effective Supermicro, HP Z840 and Mac Pro platforms, its GPU-accelerated, faster-than-real-time capabilities combine with an extensive toolset. Key features include 160FPS UHD JPEG2000 encode-decode, IMF/DCP authoring, packaging, verification and QC, HDR mastering and translation between the multitude of HDR flavors and light-level versions, with dynamic tone mapping.

Transkoder's 8K capabilities are particularly impressive: it can read, de-Bayer, process and review 8K RAW media at up to 60fps in real-time for full 8K UltraHD/Super Hi-Vision playback – with 22.2 channels of audio – processing over 2 billion pixels per frame – or forty times as many pixels as Full HD at 24FPS.

**Amazon/Samsung:** Colorfront has worked closely with both Samsung and Amazon to ensure the readiness of Dynamic Tone Mapping, with dynamic metadata, for the newly announced HDR10+ standard. Customers are already using Transkoder to deliver shows to Amazon in HDR10+, guaranteeing unparalleled HDR viewing experiences across Samsung's 2017 UHD and QLED range of TVs, and other viewing devices.

**Dolby Vision:** Colorfront Transkoder was certified by Dolby Laboratories for the creation of Dolby Atmos Digital Cinema Packages (DCPs) in 2015. Now, Transkoder has additionally been certified for Dolby Vision Mastering and Mezzanine packaging and playback of UHD, HDR and Wide Color Gamut (WCG) content.



Transkoder supports Dolby Vision's 10,000 nits peak brightness target, 12-bit color depth and Rec.2020 color space standards. Transkoder can preview mapping content with metadata to a reference display, or drive an external Dolby Content Mapping Unit (CMU), calculate the required light level statistics, and render Dolby UHD IMF mezzanine format with per-frame metadata.

**NHK:** Colorfront has worked with NHK for several years, supplying Transkoder systems for a range of 4K UHD TV mastering tasks. Approved by NHK for 8K Super Hi-Vision Ultra HD, Transkoder was shown at the recent InterBee exhibition in Tokyo, performing real-time 8K/60fps playback from NHK's 8K RED Weapon camera. NHK has taken delivery of multiple Transkoder systems to support a variety of 8K-originated productions in advance of the Tokyo 2020 Olympic Games, which the broadcaster has targeted for the global launch of 8K Ultra HD. The Japanese broadcaster is showing Super Hi-Vision 8K@60p content shot in Antarctica on the RED Weapon 8K camera and processed using Colorfront Transkoder on its NAB Booth NHK #N931FP.

**Panavision:** Also approved by Panavision, Transkoder was showcased to cinematographers and DITs at the 2016 Camerimage Festival Of Cinematography 2016, Bydgoszcz, Poland, supporting Panavision's new Millennium DXL, where it performed real-time playback of 8K R3D footage on an UHD HDR display. The Millennium DXL camera package, developed by Panavision in response to the demand for large-format cinematography, is available for rental exclusively through Panavision.

During NAB2017 Colorfront systems will be shown at the following partner booths: AJA #SL2505, Canon #C4325, Dolby #SU1702 and Panasonic #C3607, as well as at ALT Systems in the Renaissance Hotel's Presidential Suite.

**About Colorfront:** Colorfront is headquartered in Budapest, Hungary, with offices in Los Angeles, plus sales partners worldwide. The company's popular, award-winning on-set dailies and transcoding systems are utilized by small, medium and large companies alike, to process and deliver media for Hollywood blockbusters, high-end episodic TV and OTT internet entertainment. The firm was founded in 2000 by Mark and Aron Jaszberenyi, who were instrumental in the advent of non-linear DI color grading. Combining in-depth expertise in image color science with a pedigree in cutting-edge software development, the company's R&D team earned an Academy Award in 2010 for Lustre, Autodesk's DI grading system, and a Primetime Engineering Emmy in 2012 for Colorfront On-Set Dailies. Colorfront has since become renowned for the innovation, excellence and performance of its camera-to-post products, which include On-Set Dailies, Express Dailies and Transkoder. The company has leveraged its technology to successfully offer Colorfront Cloud Services, and also owns and operates a state-of-the-art DI and post-production facility, of the same name, in Budapest. [www.colorfront.com](http://www.colorfront.com)