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For Immediate Release

DIVE Deploys da Vinci Resolve® RT and Resolve Conform Station for DI Projects

New Resolve RT System at Center of New DI Theater

CORAL SPRINGS, Fla. — Jan. 15, 2008 — da Vinci Systems today announced that leading cinema services company DIVE (www.the-dive.net), a division of Shooters Post & Transfer (www.shootersinc.com), located in Philadelphia, is using the Resolve® RT digital mastering suite and Resolve Conform Station for numerous independent film, digital intermediate (DI), and VFX projects. The Resolve RT is at the heart of DIVE's new Digital Cinema Suite and is being leveraged by Shooters for in-theater advertising and commercial work.

"We opened DIVE just over a year ago, and the addition of the Resolve products has allowed us to step into the DI market in a more competitive way and on a system that we felt was the most powerful color correction tool of the major nonlinear software systems out there," said Andy Williams, executive producer at Shooters' DIVE. "Going to a nonlinear data workflow makes things far more efficient and gives us increased speed, flexibility, and accuracy in all of our projects."

Resolve's open architecture allows Shooters colorists to browse and select images stored on the facility's Bright Systems storage area network (SAN), giving them each the power to access the same material at any given time and from nearly anywhere in the facility. Shooters Colorist Bob Lovejoy says he uses the Resolve's Soft Clip function for retrieval of highlight detail and enjoys working with Nodes, which allow for unlimited windowing capabilities.

Shooters and DIVE colorists rely on the Resolve Conform Station to handle the routine tasks of a DI workflow, such as conforming and editing EDLs, down-resolution file generation, and quality control processes, which can be accomplished without affecting the main color correction suite. The Conform Station utilizes Resolve's conforming, scene detection, and offline checking

More...

features, as well as drag-and-drop edit functionality that allows colorists to select and drop scenes onto a timeline in any desired order.

“Resolve is continuing to prove itself as the standard for high-volume DI workflows at the top facilities around the world,” said Dean Lyon, director of marketing at da Vinci Systems. “Resolve gives Shooters’ DIVE division the power and flexibility to support its ambitious expansion into visual effects and film finishing.”

The Resolve RT suite expands on da Vinci’s Emmy® Award-winning 2K Plus color enhancement system with program-conforming tools designed for advanced workflows in DI environments. The system offers a nonlinear, software-based, resolution-independent, and scalable digital color grading system with auto conforming capabilities, and it features acceleration and processing systems to perform real-time rendering of images at 24 fps without the need for proxies.

More information on the Resolve RT system is available at www.davsys.com.

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About DIVE

Based in Philadelphia, Pa., **DIVE** (www.the-dive.net), is a new visual effects and film finishing house led by veteran visual effects supervisor **Mark Forker** — most recently visual effects supervisor at **Digital Domain**, Los Angeles. The new company will focus on providing the independent film community with visual effects, digital intermediates, and titles. For more information contact DIVE Executive Producer Andy Williams at 267-514-7700 or andy@the-dive.net.

About Shooters Post & Transfer

Shooters Post & Transfer (www.shootersinc.com) blends talent, technology, and customer service to provide a superior level of quality and creativity. Shooters’ client base consists of ad agencies, production companies, filmmakers, television and cable networks, political consultants, PR firms, and corporations. The company is located in Historic Old City Philadelphia. Shooters supports all available high definition (HD) formats. Capabilities and facilities include film transfer with data and HD output; HD color correction with Defocus and Toolbox; five fire (HD) suites; CGI and graphic design; flame; five non-linear editorial suites; three digital HD surround sound audio suites; an audio recording studio; film, HD, and video production; and a production studio.

About da Vinci Systems® , LLC

da Vinci Systems, a JDSU company, is the leading provider of color enhancement and image restoration products used in post-production facilities worldwide. Incorporating the company’s Emmy® Award-winning technology, da Vinci’s products support SDTV, HDTV, data, and digital film. Since the introduction of the company’s first color corrector in 1984, da Vinci has been a front-runner in the field of image enhancement, shaping color enhancement into the vital role it holds in post-production today. The company is headquartered in Coral Springs, Fla., with offices in Los Angeles, New York, London, France, Germany, and Singapore.

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