

DIGITAL FILM CENTRAL UNVEILS GROUNDBREAKING IMAGE PROCESSING TECHNOLOGY

Partnership Sparks Powerful New Image Optimization Tools

Vancouver, BC, Canada – April 6, 2009, Digital Film Central Inc. (DFC), one of Canada’s leading digital film facilities, today announced it has partnered with Cinnafilm Inc. to co-develop a new software suite, Dark Energy™, to be unveiled at the NAB Show 2009, April 20 – 23, in Las Vegas.

Working with Cinnafilm, DFC has developed groundbreaking de-grain, de-noise, and clean-up software for the digital film and HD video industry. Digital Film Central and Cinnafilm joined forces to co-develop Dark Energy’s advanced image optimization modules, enabling grain reduction and noise reduction capabilities that raise the bar for high quality image optimization of film images and HD video. This product development is an outgrowth of DFC’s proprietary Detail-Specific Grain-Reduction (DSGR) process. According to Denny Clairmont, Owner and President of Clairmont Camera, “Digital Film Central does the best job I have ever seen with grain removal from film images. I have seen de-graining before but it never impressed me until Central did it.”

Digital Film Central has successfully used its DSGR process on many recent feature film projects, as well as several short films. The demand for their process has grown significantly as word has spread, prompting great interest from international producers and post production companies worldwide. “The de-graining process we developed set the image quality bar pretty high”, says Curtis Staples, Managing Director of DFC. “But as it became more known, it was obvious we couldn’t meet the growing demand for this service. We needed to turn DSGR from a service into a product. And because we’re not set up to develop a software product, we went looking for a partner. Fortunately, we found Cinnafilm.”

Cinnafilm Inc., located in Albuquerque, New Mexico, is a leading developer of GPU-based parallel processes for image sequences and video. It was founded by CEO, Lance Maurer, who leveraged his spacecraft engineering experience to establish an advanced image processing software company. Says James Tocher, DFC’s Chief Technology Officer, “Cinnafilm has been developing and refining GPU image processing for many years. They have been the perfect partner for us. We’re looking forward to unveiling the results at the NAB convention this month.”

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These revolutionary new image optimization tools will be added to Cinnafilm's already formidable suite of image processing tools. Dark Energy™ is a massive software platform true to its name, offering format conversion, restoration, optimization, enhancement, film simulation and retiming, running on its powerhouse GPU image processing engine, Pixel Strings™.

Why does the reduction or removal of film and video noise matter? Almost all distribution and exhibition of filmed entertainment is digitally compressed today; Blu-ray discs, DVDs, cable TV, streaming Internet video, digital cinema. "The random nature of film grain can account for as much as 30% of the data payload", says Staples. "As a result, storage systems and bandwidth requirements can both be reduced significantly when random noise is reduced or removed, without a loss of picture detail." Lance Maurer continues, "In fact, even greater detail can be seen when grain and noise is removed with Dark Energy™. Pixel-blocking, an irritating result of highly compressed cable signals, can also be mitigated when random grain and noise is minimized up front."

Optimizing motion picture images at very high resolutions requires extreme levels of digital processing. Digital Film Central's research showed that executing the trillions of required calculations on a computer's graphics card (the so-called GPU), rather than the CPU, was the way to go. As a result, Cinnafilm's Pixel Strings™ GPU engine allows the user to instantly see Dark Energy™ results without rendering, thus accelerating the workflow.

Digital Film Central at The NAB Show 2009

NAB attendees are invited to book a Dark Energy™ demonstration with Cinnafilm and Digital Film Central, or drop by our "Whisper Suite" during open-house hours, where company executives will be pleased to show you the power of Dark Energy™ running on Pixel Strings™.

Where: Renaissance Hotel (Digital Film Central / Cinnafilm Whisper Suite)
3400 Paradise Road, Las Vegas www.renaissancelasvegas.com
(Note: Hotel is located adjacent to the Las Vegas Convention Center; 5-min walk;
Lobby signage will direct guests to Suite location.

When: By appointment or drop-in during the following hours:
Monday, April 20; Noon to 5:00 p.m.
Tuesday, April 21; 10:00 a.m. to 5:00 p.m.
Wednesday, April 22; 10:00 a.m. to 5:00 p.m.
Thursday, April 23, 10:00 a.m. to 1:00 p.m.

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How: To schedule demo, please contact us, (604) 879-5800, or email info@digitalfilmcentral.com.

About Digital Film Central Inc.

Digital Film Central is one of Canada's leading digital intermediate and film mastering facilities. Its Detail-Specific Grain-Reduction (DSGR) service has been acclaimed by film industry professionals as the finest image optimization process in the world. Digital Film Central is a privately-held company headquartered in Vancouver, British Columbia. Additional information can be found at www.digitalfilmcentral.com.

About Cinnafilm Inc.

Cinnafilm Inc. is an Albuquerque, New Mexico-based engineering firm dedicated to the development of powerful, reliable and intuitive film and video production tools for creative professionals in the film, broadcast, and post production markets. The company's patent-pending, GPU-based Pixel Strings™ format conversion engine is the result of over four years of dedicated research into parallel processing methods to enhance complex, real-time image processing techniques. The Pixel Strings™ engine is the backbone of the company's flagship software Dark Energy™. Additional information can be found at www.cinnafilm.com

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