



PRESS RELEASE

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MaxVision® to Showcase SCRATCH® RED PrePost Bundle at NAB 2008

MaxCube's® No Compromise Processing Platform and Rugged Design Provides Best-in-Class Product for Digital Cinematography Market

Madison, AL, April 10, 2008 – MaxVision today announced it will be showcasing the ASSIMILATE™ SCRATCH PrePost Bundle, featuring the MaxCube hardware platform, at the National Association of Broadcasters (NAB) 2008 show in Las Vegas, NV, April 14 – 17. RED Digital Cinema's RED ONE camera and ASSIMILATE's SCRATCH software have garnered significant industry attention as a range of cinematographers and their content have proven digital technology can equal and even surpass film quality standards.

Just as RED and SCRATCH have revolutionized the DI PrePost process, MaxVision has revolutionized the rugged, transportable computer platform. From intense heat and environmental conditions, such as the Middle Eastern deserts, to typically abusive situations such as transportation across rugged terrain, checked luggage or overnight express, MaxCube is designed to handle extreme conditions. No other computer has the density, processing performance, storage capacity, tolerance to dust and heat, power flexibility, and the rich set of integrated standard features self-contained in one cubic foot of volume. Its patent-pending universal power input capability is easily the best design in the industry and with the optional in-chassis UPS, it will keep on running during brief power losses or brownouts for 15 minutes under maximum load. Typical weight is 45 pounds and easily managed by one person. Its modular design minimizes time and tools required for service, making it ideal for cinematography applications. Even the disk hungry requirements of the latest high-end digital solutions are taken into account with the optional addition of MaxVision's patent-pending TeraPac®, a portable, hard drive expansion array in a rugged

compact design. Every MaxCube can have two TeraPacs, increasing the total RAID supported storage to 24TB.

“We’re excited that the MaxCube has been selected by ASSIMILATE as a recommended platform for their SCRATCH DI PrePost solution for use with RED ONE cameras. SCRATCH utilizes the highest processing power and throughput traditionally found only in studio environment workstations that don't usually handle frequent relocation,” said Bruce Imsand, president and CEO of MaxVision. “MaxCube’s rugged and field-deployable design includes the latest high-performance technology such as dual Quad-Core Xeon processors, up to 12GB of memory and up to 8TB of RAID 5 removable data storage achieving up to 500MB/Sec transfer rate performance.”

“The MaxVision MaxCube no-compromise design handles the most robust environmental challenges of location shooting, along with the best-in-class ruggedized casing to create a system that can be taken on set, on the road, or into a facility,” said Jeff Edson, CEO of ASSIMILATE. “Many of our SCRATCH customers already appreciate the high-quality portable ‘4K facility’ that combines the MaxCube, SCRATCH, and RED ONE camera. It offers another opportunity for filmmakers to creatively use differing environments to achieve their vision, as well as to save and money on location.”

About MaxVision

Founded in 1993, MaxVision is a manufacturer of extreme portable and transportable server, workstations and accessories with no compromises in performance. MaxVision patent-pending designs provide extensive customization, including advanced filtration system, advanced power conditioning, and certified tolerance for extended runtime under 50 degrees Celsius (122 degrees Fahrenheit). MaxVision is an Intel® Channel Partner Premier Member and was awarded the RAM Best in Show: Most Innovative Server Solution by Intel in 2007. For more information, visit www.maxvision.com.

About ASSIMILATE

ASSIMILATE™ is transforming post production with its SCRATCH® Digital Intermediate Process Solution, the essential mix for a resolution-independent pipeline. Along with data management, SCRATCH features a rich set of DI and post tools for working in any combination of HD, SD, film (2K, 4K), RED ONE 4K, and stereoscopic 3D. ASSIMILATE is committed to empowering the broad spectrum of creative and post professionals with state-of-the-art, easy-to-use, data-centric solutions that deliver optimal price/performance. To learn more about SCRATCH and to access customer case studies, see www.assimilateinc.com.

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