

## For Immediate Release

### **hdstudios Adds redBOXX II and Scratch Software**

(April 15, 2009—Farmington Hills, MI) hdstudios announces a major breakthrough in RED Camera workflow, with the purchase of the redBOXX II by Assimilate and Boxx Technologies. hdstudios is a division of Grace & Wild, Inc.

The redBOXX II system comes equipped with Scratch color correction software to allow native processing of raw .r3d RED files. “Before we had the Scratch system, RED projects were always hindered by the time required to render huge files,” noted Grace & Wild senior vice-president of technology Keith Neff. “Now color correction and processing happens in real-time or faster, making quick turnaround for commercials and motion picture dailies practical.”

Scratch allows real time color corrected output to tape at the highest quality level HD Cam-SR 4:4:4 HQ recording while also being able to render industry standard 2K DPX files faster than real time. “This is a game changer in the world of RED production,” explained Neff. “We can now have the fantastic images RED is known for and efficient workflows that we are familiar with.”

The redBOXX II and Scratch system enhances hdstudios’ extensive entertainment and commercial production and post production offerings. Capabilities include dailies delivery, audio design and post-production, edit system rentals, sound stages, production offices and the State’s only motion picture film laboratory. hdstudios has contributed to more than a dozen feature film and television projects since the State of Michigan’s film incentive bills were passed in April of 2008.

Grace & Wild, Inc. offers a wide variety of creative and technical services within the audio, video, film and emerging media industry via its operating divisions hdstudios, Postique, Griot Editorial, Emerge, Division X and Filmcraft Imaging. Clients include broadcast advertising agencies, business communicators, government entities, and entertainment companies. Capabilities include sound stage rental; studio and remote video production; motion picture processing and printing; film-to-video transfer; new media development specializing in interactive video and rich media; CGI/3D computer animation and effects; video editing; audio recording and mixing; creative editorial services and supervision; mass and custom duplication; 24P HD video equipment rental; and new media development, authoring, and replication. For demonstrations and information, contact Grace & Wild, Inc. at 23689 Industrial Park Drive, Farmington Hills, MI 48335, or call (248) 471-6010 or (800) 451-6010.

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