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AJA Announces KONA 2 Enables Innovative New Digital Intermediate Workflow for Improved Control in Post-Production

Grass Valley, CA, April 14, 2005: AJA Video today announced that KONA 2 is part of an powerful new indie Digital Intermediate (DI) workflow using Final Cut Pro HD™ and Silicon Color's FinalTouch™ 2K. AJA's complete desktop video product line is available at NAB in their booth, SL2514.

Chasing Ghosts, an indie feature film making its theatrical debut this fall, is the first of its kind to go through the digital intermediate workflow entirely on the Mac. Tunnel Post was approached by director, Kyle Jackson, and Producer, Alan Pao, to develop a cost-effective workflow that would make a true, high-quality indie DI solution possible, giving them unprecedented control over manipulation of the digitized image files. They wanted to capture the feel of old black and white noir films but retain a modern look, a challenging proposition given limited time and budget of an indie. But Tunnel Post's creative team, in concert with Final Cut Pro experts responded with the look they wanted as well as a DI that gives indies a new tool with which to compete with bigger productions.

"We are excited to be part of this new, creative workflow developed by Tunnel Post with the help of Silicon Color and The DR group," said Ted Schilowitz, Worldwide Product Manager, Desktop Video Engines, AJA Video. "It's great to see KONA 2 be a part of innovative and cutting edge solutions to increase options for indie productions, enabling greater control of post-production creative processes."

"We set out to change the Digital Intermediate workflow by providing affordable tools that outperformed traditional hardware based solutions. It's exciting to see production companies realizing this goal with great support from Apple and AJA," said Roland Wood, President and Founder, Silicon Color.

The Dr Group worked with Tunnel Post to integrate the DI workflow solution. The film, edited

on an Apple PowerMac G5™ with KONA 2, utilized several of Apple's film tracking tools, including Final Cut Pro HD, Cinema Tools™, and Shake™, as well as Silicon Color's Final Touch 2K as the color finishing tool. FinalTouch 2K enables the colorist to manipulate primaries, secondaries, effects and geometries and provides full support for linear and logarithmic color spaces, eliminating time-consuming, laborious conversion or proxy-generation steps.

Frequently, the largest variable is distribution, making it hard to tell what the deliverables will be. Using AJA's KONA 2 for playback during editing and as well as for the deliverable process greatly facilitated down-converting from 2K Cineon and DPX files to HD, enabling the filmmakers to see exactly what they were getting in their D5, 4:3, Pan and Scan. With this indie DI, filmmakers now can approach any number of high-end visual effects or opticals formerly reserved for big budget films.

This Final Touch 2K system gives indie filmmakers the ability to do color correction and conform work with the same results as working on far more expensive color correcting hardware and software," commented Donovan Eberling, Technical Engineer for Tunnel Post "As long as companies like the AJA, the Dr Group, and Silicon Color continue to embrace the indie filmmaking spirit, then, it is only a matter of time before the DI process is available to all filmmakers, studio backlot or not."

About Silicon Color

Silicon Color (www.siliconcolor.com) created the world's first real-time 10bit 4K color correction systems in 2003 and continues to this day to innovate and set the digital intermediate trends for color finishing tools by exceeding the demands of today's professional. Silicon Color is a very independent, privately held company based in San Diego, California, USA.

About the Dr Group

The Dr Group (www.thedrgroup.com) is the entertainment industry's total solution provider for Final Cut Pro products, editing services, support, training and facility planning. With over a decade of experience, the company is recognized as one of Hollywood's top resources for post-production services, digital video solutions and motion picture film stock. The company also manufactures the DRaid storage drive.

About AJA Video Systems, Inc.

Since 1993, AJA Video has been a leading manufacturer of SDI and HD-SDI video interface and conversion solutions, bringing high-quality, cost-effective digital video products to the professional broadcast and post production markets. AJA offers Io (the "ultimate" capture box), SDI and HD-SDI QuickTime PCI capture cards, miniature stand-alone converters, and a complete line of rack mount interface and conversion cards and frames. With headquarters located in Grass Valley, California, AJA Video designs and manufactures all of its products in the USA, with an extensive sales channel of dealers and systems integrators around the world. For further information, please see our website at www.aja.com.

