

## NEWS RELEASE

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### **Neat Video Announces Neat Video Pro Noise Filter for ASSIMILATE SCRATCH and SCRATCH Lab**

*Announcement Delivers Dynamic New Tools To The Creative Arsenal of  
SCRATCH and Lab Artists*

**Eindhoven, The Netherlands, February 7th, 2012** – The Neat Video team today announced that they have delivered the Neat Video Pro video noise reduction filter as an OpenFX plug-in for ASSIMILATE's SCRATCH® and SCRATCH Lab™ digital workflow tools. Previously only available for video editing and compositing applications, this new version of Neat Video brings its industry-leading grain and noise reduction technology to Digital Intermediate (DI), Finishing, Production Dailies and Visual Effects Dailies workflows.

#### **Neat Video Pro OpenFX Plug-in**

The Neat Video filter reduces visible noise and grain in video footage produced by digital video cameras, camcorders, TV-tuners and digitizers of film or analog video. Neat Video incorporates the most advanced noise reduction algorithms in the industry, building on device noise profiles to make noise reduction custom-tailored to video capturing device.

Neat Video combines the best-in-class intra-frame noise filter, which reduces noise and grain in individual frames, with an intelligent temporal noise filter, which further reduces any remaining imperfections by using data from several adjacent frames. Working closely together, these two filters reduce more noise and better preserve sharpness and actual details than any single filter.

Neat Video is multi-core, multi-CPU and multi-GPU optimized to provide the best performance with modern CPUs and CUDA-capable NVidia graphics cards.

"Neat Video is widely recognized in the industry as the preferred solution for high-quality noise reduction", said Vlad from the Neat Video team. "We're excited to expand our support from editorial and compositing systems into the DI, finishing and dailies workflows. SCRATCH has been at the epicenter of digital filmmaking from the very beginning and has built its reputation on adopting new technologies such as support for OFX plug-ins. We believe that SCRATCH and Neat Video Pro make the ideal combination for digital workflows."

“The addition of the Neat Video Pro de-grain tool really makes SCRATCH the ultimate finishing system for us”, said Leandro Marini, Founder of Local Hero Post in Santa Monica Ca. “Now I can work in a single environment from dailies through the entire DI. SCRATCH’s support for industry standard OFX plug-ins such as Neat Video Pro, RE:Vision’s Twixtor and GenArts Sapphire is an extremely important feature for me. This means that I no longer need to switch between SCRATCH and other applications like After Effects to complete a shot. Not only does this streamline my pipeline, but it makes my client sessions so much more fluid and creative.”

### **Price and Availability**

Neat Video Pro is available immediately both at [www.neatvideo.com](http://www.neatvideo.com) or on the ASSIMILATE Store™ ([store.assimilateinc.com](http://store.assimilateinc.com)). The OpenFX plug-ins are priced at \$199.90 per one copy; volume discounts are available.

Click below to download a demo/trial version of Neat Video OpenFX plug-in:

[Download for Windows \(64-bit\)](#) , [Download for Mac OSX](#).

### **About Neat Video**

**Neat Video** is a video filter designed to reduce visible noise and grain in video footage produced by digital video cameras, camcorders, TV-tuners, digitizers of film or analog video. Neat Video is available as a video noise reduction plug-in for:

- **Scratch** (Win, Mac), **Nuke** (Win, Mac, Linux), **Fusion**, **DustBuster+**
- **Premiere Pro** (Win and Mac)
- **After Effects** (Win and Mac)
- **Final Cut Pro**, **Motion**
- **Vegas Pro**
- and more

Neat Video provides the most accurate video noise reduction currently available by efficiently reducing sensor noise, grain and compression artifacts. For more information, or for a free trial, please visit [www.neatvideo.com](http://www.neatvideo.com).

### **About ASSIMILATE**

ASSIMILATE is the premier provider of digital workflow and post-production tools, that have proven essential to the successful creation of thousands of studio and independent features, television shows, music videos and corporate video productions. The company’s SCRATCH products, running on Windows and Mac OS® X, are the heartbeat of today’s most demanding digital post-production and dailies workflows for 2D and stereo 3D productions. They equip Directors, DPs and Artists with the state-of-the-art, intuitive, data-centric solutions they need to meet the continual challenges of increased creativity and productivity amid ever-shrinking budgets. ASSIMILATE’s SCRATCH® data-centric DI system, is the most comprehensive, end-to-end cinema and broadcast imaging tool for playback, conform, editing, color grading, compositing and finishing of RED and other digital workflows. SCRATCH Lab™ delivers a comprehensive toolset for the review, versioning, color correction, conform and output of on-set or VFX dailies. ASSIMILATE a privately held company, with headquarters in Santa Clara, California, USA, offices in London, UK, Groningen, NL and Beijing City, CN and markets its products worldwide via a global reseller network. To learn more please visit [www.assimilateinc.com](http://www.assimilateinc.com).