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**Gamma & Density's 3cP will fully support Cinemage monitoring systems:**

June 1, 2006: Today Cine-tal, a leading developer in image processing, display and collaboration solutions, and Gamma & Density Co., a leader in color control, calibration, and pre-visualization for the film and video industry, announce that Gamma & Density's 3cP (Cinematographer's Color Correction Program) will fully support Cine-tal's Cinemage line of Intelligent LCD displays for on-set and post-production use.

Yuri Neyman DP and CEO/Founding Partner of Gamma & Density, stated "We are very excited about the partnership with Cine-tal. The advantages that this technological union can bring to DP's and DIT's would not have been possible without much work and contributions from many people and companies, starting with Gamma and Density's first version of 3cP which introduced the idea of a precision communication link between the DP and post several years ago. The combination of Cinemage monitors and 3cP will open new horizons for all of us—not just technically, but also creatively."

The new Cinemage-3cP workflow allows still images to be captured on the Cinemage monitor directly from the HD-SDI digital video feed and then imported into 3cP. Once loaded into the 3cP software, the images can be graded and color corrected, and a customized look can be developed. The look can be simultaneously shared with the colorist, either on- or off-set, and can be imported back into the Cinemage monitor, allowing for real time color pre-visualization during production. Cinemage's fully routable signal system allows for raw and pre-visualized data to be viewed side by side and be independently routed either

to the display or to the two HD-SDI outputs. This feature provides the ability to record raw and pre-visualized images simultaneously.

“Cine-tal continues to support the transition to digital production through the development of tools and technology to increase creativity on the set while providing increased workflow efficiencies.” said Rob Carroll CEO of Cine-tal. “Our partnership with Gamma & Density is another example of our commitment to solutions and interoperability”

Yuri Neyman added, “Application of 3cP to HD and DI is natural development for our program. It is a result of using it on-set and in post-production on many shows. 3cP has proven to be as powerful a tool of image/look control in the purely digital realm as it has established itself to be in traditional film workflow, where 3cP allows its users to emulate the look of any film stock (both Fuji and Kodak), filters, lab processing, etc. Cinemage with its custom gamma and white point calibrations among many other features also fits into the DI and HD picture perfectly. Cine-tal’s ability to communicate with 3cP makes it the perfect monitoring solution for confidence in your digital images from production to post to DI.”

#### **About Gamma & Density Co.**

West Hollywood-based Gamma and Density Co. is a developer of tools that allow DPs to maintain artistic and technical control over their images in an increasingly complex pre-post- and post-production digital environments. Gamma & Density’s 3cP software and calibration charts are used on the sets of many film and HD features and commercials as well as in post-production facilities around the world. 3cP establishes a standard of communication between DPs and colorists/post-production facilities.

#### **About Cine-tal**

Cine-tal develops display, collaboration and image processing solutions for digital cinema and video production. Cine-tal's Intelligent Display Server (IDS) technology provides signal processing, signal routing, frame stores, color processing, display calibration, test and measurement in a single network appliance. Cine-tal is a privately held company based in Indianapolis, IN.

3cp is a trademark of Gamma and Density

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