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**FOR IMMEDIATE RELEASE**

**CINEFORM'S ASPECT HD™ NOW SUPPORTS REDROCK MICRO'S M2™  
35MM LENS ADAPTER FOR INDEPENDENT HDV™ FILMMAKING**

*New Version Also Enhances Industry-Leading Visual Performance in Post-Production*

CARLSBAD, CA, June 12, 2005 – CineForm, Inc. today is announcing that version 3.2 of Aspect HD is now available. Version 3.2 supports Redrock Microsystems' innovative M2 35mm lens adapter, plus adds numerous enhancements to its CineForm Intermediate™ post-production codec technology to deliver uncompromised visual quality to media professionals. Further, CineForm and Redrock Microsystems announced a collaborative partnership that leverages the product strengths of each company to offer improved post-production workflows for filmmakers using the new HDV recording format.

Redrock's M2 35mm lens adapter enhances fixed-lens camcorders such as Sony's new HVR-Z1U to include the incredible depth-of-field, angle of view, and focus techniques of high-end film productions. CineForm's Aspect HD v3.2 addresses the resulting 'upside down footage' by automatically capturing footage into proper orientation, ensuring a seamless workflow while retaining the desirable "filmic" visual quality.

"We're enthused about our partnership with CineForm", said James Hurd, CEO of Redrock Microsystems. "Together our goals are to deliver a seamless end-to-end HDV workflow for independent filmmakers that matches the quality of much more expensive productions, yet at a fraction of the cost. We think the combination of Redrock's M2 lens

adapter for production shoots and CineForm's Aspect HD for post-production editing offers independent filmmakers the best HDV workflow available."

Aspect HD v3.2 also introduces numerous algorithm enhancements to CineForm Intermediate™ that further increases its acclaimed video quality. These include: 1) improved visual quality during processing of complex motion sequences while simultaneously lowering compressed bitrates, 2) improved quality of DVD exports from an HDV-resolution timeline, and 3) enhanced chroma processing algorithms which improve fidelity observable in color-rich images.

"Our partnership with Redrock, plus the visual quality enhancements that are now part of Aspect HD v3.2 extends our commitment to the independent film and videography communities", said David Taylor, CEO of CineForm. "At CineForm we strive for innovation in all things related to HD post-production. This has driven our new release of Aspect HD v3.2, and sets the stage for new features we're currently working on".

Independent filmmakers and industry luminaries share the enthusiasm and excitement generated by this announcement. "Sundance Media Group is always looking for great new technology to help deliver compelling media," said Douglas Spotted Eagle of the Sundance Media Group. "We have used both CineForm's software and Redrock's M2 adapter, and we think this is a great partnership to help advance the state of HD workflow to create film-like results."

"Toronto Film College is dedicated to high quality film education using film style techniques and cutting-edge digital video production tools," said Mark Hlousek, independent filmmaker and senior instructor at the Toronto Film College. "Redrock's M2 lens adapter and CineForm's HD post-production tools are two pillars in our overall HDV strategy: integrating them together makes perfect sense. Thanks to Redrock and CineForm, we are able to offer our students the best of both worlds: technology in the mini-DV price range that yields 35mm film-like results. It's a dream-come-true for the independent filmmaker."

### **Pricing and Availability**

Aspect HD v3.2 is available for purchase from CineForm's expanding network of resellers or from CineForm's website [www.cineform.com](http://www.cineform.com). The retail price of Aspect HD is \$499. A bundle with Aspect HD v3.2 that also includes Adobe Premiere Pro 1.5, Adobe Audition™, and Adobe Encore® DVD is priced at \$799. Existing CineForm customers may upgrade to Aspect HD v3.2 without charge. A new version of Connect HD™ that supports these same features will be available shortly.

The Rockrock Microsystems' M2 35mm Lens Adapter is available from Redrock's website [www.redrockmicro.com](http://www.redrockmicro.com) at the introductory price of \$500.

### **About Aspect HD**

Aspect HD enables Adobe® Premiere® Pro to achieve unprecedented real-time editing performance for HD post-production. On a modern desktop PC, Aspect HD will edit up to four 1080i HDV streams simultaneously, including over 40 HD-optimized transitions, effects, and color corrections, plus graphic and title overlays – all without the need for specialized hardware. Aspect HD is built on patent-pending CineForm Intermediate software components including CineForm's Visually Perfect™ post-production codec and CineForm's real-time video effects and processing pipeline.

### **About CineForm**

CineForm, Inc., located in Carlsbad, California, develops software technologies and products for use by media professionals in high-resolution post-production applications. CineForm's acclaimed products provide unmatched video quality and real-time performance within an editing environment while enabling an online compressed Digital Intermediate workflow that runs on affordable Windows desktop PCs. For more information, contact CineForm at 760-804-5905 x306, or visit CineForm's website at [www.cineform.com](http://www.cineform.com).

### **About Redrock Microsystems LLC**

Redrock Microsystems is committed to the express purpose of bringing cinema-quality accessories to independent filmmakers at revolutionary prices. Redrock Microsystems

designs and sells a line of high-quality cinema accessories for independent filmmakers, film educators and students, and budget-conscious moviemakers. Redrock's flagship product is the M2 cinema lens adapter (previously known as the micro35), which adapts 35mm lenses to digital video (DV) and hi-definition video (HD) cameras. RedRock Microsystems has offices in Dallas, Texas, and Hollywood, California. Redrock Microsystems can be reached at [info@redrockmicro.com](mailto:info@redrockmicro.com) and <http://www.redrockmicro.com>.

### **About Sundance Media Group**

Sundance Media Group is a media production and consulting company providing services to corporations, educational institutions, and mid-scale broadcast facilities. SMG originated in 1996 as part of the New Media Revolution, putting streaming audio and even video on the internet. Our programs were among the first on the internet, and we've been authoring streaming media ever since. Our list of awards include Grammy™ and Emmy™ awards, and our training offerings are among the world's best with books, live training, DVD-based, and online training.

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