

divergent media and Redrock Micro Team to Extend Revolution in Indie Filmmaking

Redrock customers to receive free copy of the award-winning ScopeBox Lite software field monitor for Apple Mac

Dallas, TX and New York, NY – February 27, 2007. divergent media, makers of award-winning QA tools for the Mac, and Redrock Micro, the leading provider of cinema accessories for digital filmmakers, today announced a definitive agreement to bring the advanced capabilities of divergent media's Apple® Mac®-based Scopebox software to Redrock customers. The Lite version of Scopebox offers advanced field monitoring capabilities and support for the Redrock M2 cinema lens adapter, and a smooth upgrade path to the full version of Scopebox that includes advanced features such as direct-to-disk recording, waveform monitor, vector scope, and other critical production tools.

The partnership represents the companies' shared mission of enabling independent filmmakers, film students and educators, and budget-conscious production houses who all use digital video to deliver quality results with minimal cost.

ScopeBox Lite's video preview palette shows the user a pixel accurate, color calibrated image exactly as the camera is capturing it. ScopeBox not only replaces a traditional preview monitor, it extends it by adding exposure and framing aids. Overlay zebras allow users to keep an eye on the highlights and make sure nothing is lost to overexposure. Chroma Zebras show where colors are over saturated. Center marks, rule of thirds, letterbox masks, title safe and graphics safe can be overlaid the preview to help frame the shot. Integration with the M2 adapter is seamless, allowing users to frame and preview their image while using the Redrock adapter. ScopeBox Lite works with all cameras that support DV, DVCam, DVCPro, or DVCProHD formats.

Users of ScopeBox Lite have an easy upgrade path to the full version of Scopebox, allowing shooters to do even more. ScopeBox recreates every major video quality assurance tool in a low-cost, easy to use software package - adding Waveform, Vectorscope, Audio Meters, Direct Disk Recorder and going even further, adding Luminance Histogram, RGB Histograms and RGB Parade. Each of these can be positioned, resized and customized, creating layouts that can be recalled later.

Redrock is best known for the award-winning M2 cinema lens adapter, the flagship product of their family of cinema accessories to enable film-style shooting at revolutionary prices. Redrock cinema accessories are high quality, professionally manufactured products that are typically a fraction of the price of comparable solutions. Redrock products are designed to be used with nearly every modern 1/3" chip DV, HD, and HDV camera, including popular Panasonic AG-HVX200 and AG-DVX100, JVC GY-HD100, GY-HD110, GY-HD200 and GY-HD250, and Sony HVR-Z1, HV-FX1, and HVR-V1 cameras.

Redrock products have been used on over 5,000 professional and enthusiast projects, ranging from music videos, commercial spots, wildlife and sports footage, stock footage, documentaries, and feature length films. Samples of projects using Redrock equipment can be found at www.redrockmicro.com.

“We’ve witnessed personal computers revolutionizing the post production landscape - driving down costs and empowering independent filmmakers to tell stories limited only by their imagination,” said Mike Woodworth, CEO and Lead Developer of divergent media. “We see our partnership with Redrock as an opportunity to extend this sea change into acquisition and production.”

“Redrock is always seeking partners who share the same philosophy of empowering indie filmmakers with better tools at truly revolutionary prices,” said James Hurd, Chief Revolutionary at Redrock Micro. “ScopeBox is unique in bringing state-of-the-art software-based production tools and soft monitor to the Apple Mac platform, a longtime favorite of filmmakers everywhere. We are proud to give our customers access to such a great solution.”

ScopeBox Lite is available the first week in March 2007 through Redrock to registered owners of the Redrock M2 adapter and to new purchases of the M2 (www.redrockmicro.com). More details on ScopeBox including the full version upgrade is available through the divergent media website at www.scopebox.com

About Divergent Media

Divergent Media has provided post-production services, consulting and custom software design to the documentary film and TV industry since 2001. Divergent Media's software applications have been used by companies such as College Sports TV and Oxygen Media, and in the production of films such as the award-winning documentary "MurderBall." Divergent media can be contacted at sales@scopebox.com. For more information on ScopeBox visit www.scopebox.com.

About Redrock Micro

Redrock Microsystems was founded in 2004 and is committed to the express purpose of delivering cinema-quality accessories at revolutionary prices. Redrock Micro's family of high quality cinema accessories for DV and HD/V cameras includes the award-winning Redrock M2 Cinema Lens adapter, microFollowFocus, microMatteBox, and microPod. Redrock Micro serves independent filmmakers, film educators and students, and budget-conscious moviemakers by delivering the quality and technology of high-end cinema solutions at a fraction of the price. Redrock Micro has offices in Dallas, Texas, and Hollywood, California. Redrock Micro can be reached at sales@redrockmicro.com and <http://www.redrockmicro.com>.