



DIGITAL INGENUITY

SCRATCH® in Broadcast



Rob Thomas Music Video "Someday." Courtesy of Katabatic Digital.

SCRATCH® is the industry's premier conform, color grading and finishing solution designed to meet the unique requirements of file-based workflows in episodic and spot broadcast facilities. Scores of digital productions have relied on SCRATCH for its data-centric, streamlined workflows, and because it is the only DI tool that offers the quality, real-time performance and breadth of features needed to meet the unique challenges presented by uncompromising quality vs. tight deadlines vs. tight budgets.

Why SCRATCH?

Elegant integration with editorial systems. SCRATCH features native MXF and DNxHD support, as well as AAF import and ALE transfer. And because SCRATCH is Interplay and Unity/Isis aware, it fits perfectly into your Avid workflow. Meanwhile, support for FCP XML and ProRes read and write* make SCRATCH the ideal companion to Final Cut Pro or mixed editorial pipelines.

Fast, highly interactive conform. SCRATCH offers the ability to create a full DI look within broadcast budgets and at broadcast speeds. Its unique CONstruct™ view supports multiple, side-by-side views of any number of formats in any resolution throughout the entire DI process - even mix 2D and Stereo/3D. Try an unlimited number of versions without the need to render. Moreover, no other tool conforms faster, more flexibly or more accurately with Avid or Final Cut systems.

Broad control panel support. SCRATCH supports all the control panel options you need to define the workspace

that best fits your style. From portable options like the Tangent Wave, to the fully featured Avid Artist Color, and Tangent CP 200, SCRATCH delivers the range of choices you need in today's ever-changing production and post-production environments. Nearly every grading function in SCRATCH is mappable to your panel, so you can fully exploit the benefits of its speed and interactivity.

Mac or PC: same price. Virtually all of the features of SCRATCH are available on either Mac OS® X or Windows 7- at the same price*. You can choose the OS and hardware that best meet your requirements for portability, design or performance/scalability, without the penalty of a different software price.

Designed for file-based workflows. ASSIMILATE was the first DI partner to natively support RED, so it's no surprise that SCRATCH is the most mature, reliable tool you can buy for digital workflows. Period.

"We developed a workflow for Samsung's Black Eyed Peas 3D promotional material that included 3D post production on the SCRATCH Digital Finishing Solution. Samsung knew exactly what they were looking for in 3D, and SCRATCH was able to deliver. During a grading session, adjustments were made on the fly, in real time."

Brian Daly, Mob Scene Creative + Productions, President

Where is SCRATCH?



Courtesy of Sinefekt

Courtesy of IKA Collective



Under the hood of SCRATCH and SCRATCH Lab™, lies an incredibly powerful engine that manages massive amounts of data, making it the ideal platform for file-based workflows. It's this powerful engine that allows artists to maximize their creativity, productivity and profitability, whether working on a feature film, documentary, commercial, or an episodic TV show.

“SCRATCH is impressive in so many ways – it’s truly a workhorse. The ability to work in real time in SCRATCH is an incredible advantage. The time savings we experienced, along with the quality results, is impressive and made a huge impact on our successful delivery.”

Jason Dowdeswell, CIS Visual Effect Group, Head of Digital Studio

Key features of the SCRATCH Engine

High-performance graphics environment.

All applications driven by the SCRATCH Engine are fast and highly interactive. Featuring a fully GPU accelerated, 64-bit architecture, SCRATCH delivers the sheer performance you need to meet post-production workflow challenges, from tight deadlines of dailies to the demands of collaborative client-attended color grading sessions.

Open data pipeline.

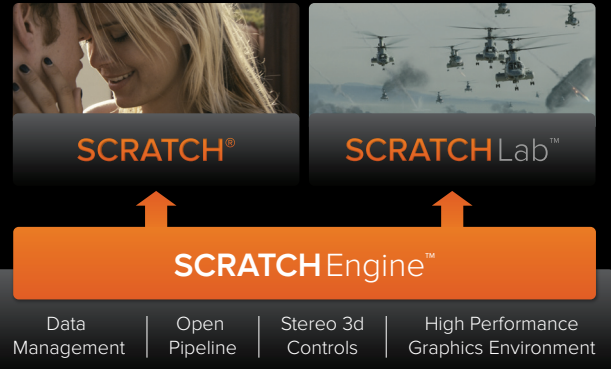
All applications built on the Engine can be automated and extended via XML to build the most efficient data pipelines possible. In addition, full HTML support offers the flexibility of remote client review and approvals. Finally, a robust plug-in architecture allows all SCRATCH applications to be enhanced via plug-ins, such as The Foundry’s Furnace and GenArts Sapphire.

Comprehensive data-management capabilities.

The SCRATCH Engine features an SQL database that organizes metadata from virtually any source - from cameras to rigs and lenses. Moreover, since all SCRATCH apps work seamlessly together, that metadata is available to any other tool (such as editorial or VFX) at any point in the workflow.

Seamlessly integrated stereo 3D controls.

Stereo is not an add-on in SCRATCH, it’s designed into the Engine from the ground up. Imagine the creativity of a full stereoscopic workflow that provides consistent, intuitive feedback during the conform, color grading and finishing processes. Stereo-image pairs are automatically linked for versioning and real-time playback to a wide variety of stereoscopic delivery systems.



SCRATCH Engine Benefits

Any SCRATCH application built on the Engine automatically inherits these unique benefits:

Greater productivity. The efficient, high-performance data pipeline underneath SCRATCH delivers real-time performance - even while working with high-resolution media, making SCRATCH ideal for client-attended sessions.

Unbounded creativity. SCRATCH’s unique CONstruct™ view of shots enables artists to view multiple versions of the same shot side-by-side, even while mixing 2D and stereo 3D. Artists may experiment with unlimited different looks without the need to render each time.

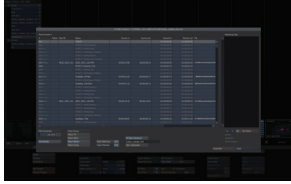
Unmatched flexibility. User interface controls are fully customizable, and the architecture is fully extensible via XML and HTML, engendering a highly flexible yet efficient workflow. Artists may fully automate tasks and integrate SCRATCH with any other application in the pipeline.

Supreme practicality. SCRATCH was designed from the ground up to support native digital workflows. It was the world’s first DI tool to support RED, and today it is still at the forefront of digital cinema with support for all the major camera formats including ARRI, Phantom, SI-2K and Panasonic camera formats.



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SCRATCH® in Broadcast Features



Seamless integration with Avid and Final Cut Pro editorial systems

- AAF import and MXF integration
- Import and export ALE
- Shot log metadata import
- Metadata search
- Unity/Isis aware
- Avid Interplay aware
- FCP XML support
- Output to multiple file formats such as DNxHD, ProRes (Mac OS version only) Tiff, Open EXR, DPX, JPG, Quicktime, MXF and more



High-speed conform and confidence checking

No other software offers the range of tools for quickly conforming and checking against a reference clip.

- Mix-and-match RED.r3d files with ARRI RAW or Phantom (or any other media format recognized by SCRATCH), even Canon DSLR, within the same resolution-independent timeline
- Dual-View, Half-Mix and Side-by-Side comparison options
- Quick Keys for moving through a timeline
- Edit tools for shot manipulation
- Stereoscopic versioning
- CDL support
- Export with timecode and metadata
- Multilayer timeline



Fast, highly interactive color grading

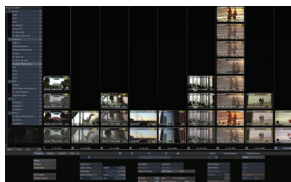
- Real-time, non-destructive primary and secondary color grading
- Heads-up color grading interface and support for Avid Artist Color series, Tangent Wave and Tangent CP200 Panels
- Source-side adjustments for mixed color space workflows
- Match and auto grading
- Curves
- 2D and Shape Tracking
- Keying based on Vector, Chroma or Luminance
- Controls for finessing keys
- Integrated Histogram, Waveform, Vectorscope and Color Curve views
- Group shots, copy/paste color grades and reference libraries
- Key frames and animation curves
- Import ,save and export 1D and 3D LUTs



Full Resolution support for RED, ARRI, Panasonic, DSLR and all other popular camera formats

Featuring unmatched performance and reliability, SCRATCH removes the risk and frees the production to get the most from shooting RAW.

- REDCODE RAW.r3d (including HDRx)
- ARRI RAW
- Panasonic P2/MXF and AVCHD
- Phantom
- SI-2K
- Canon 5D
- Support for the latest RED color science, dual RED Rocket acceleration cards, and RED's new EPIC camera
- Full resolution, debayering of .r3d and ARRI RAW files
- REDCINE-X and on-camera color settings can be read and manipulated within SCRATCH and augmented using SCRATCH's powerful color tools



Powerful finishing tools

- Shot Versioning: SCRATCH CONstruct manages versions as part of the timeline, whether 2D or 3D, making it easy to compare multiple versions of the same shots
- Vector paint
- Subtitling support
- Apply third party plug-ins to create a wide range of visual effects
- Direct Output: Real-time tools for frame-rate conversion, image-resolution scaling and frame-accuracy to monitors, projectors and tape decks using both DVI and SDI interfaces
- Multiple Deliverables: Create alternate versions in different resolutions, image formats and framing, all from a single source
- Queue and manage outputs for unattended batch processing

Stereo workflow support

Imagine the creativity of a full stereo workflow that provides consistent, intuitive feedback during the conform, color grading and finishing process. Stereo image pairs are automatically linked for versioning and real-time playback to a wide variety of stereoscopic delivery systems.

- Check and adjust stereo with dedicated link and convergence controls
- Bicubic controls for fixing 3D stereo images
- Position elements relative to the screen plane
- Immediately review decisions in stereo
- Panasonic 3D stereo camera support with automatic stream de-muxing

Visit

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Flexibility and extensibility

Integrate into any workflow with an advanced and scriptable XML back-end that allows you to:

- Automate SCRATCH to maximize productivity
- Access your job anywhere via HTML
- Integrate SCRATCH via XML with other tools in your workflow such as After Effects
- Enhance SCRATCH Finish with third party tools via a robust plug-in architecture
- Built-in SQL database supports a full range of metadata