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Cine-tal Systems to acquire cineSpace product line from Rising Sun Research.

Company to integrate cineSpace color management technology with its display management software, forming a comprehensive solution for color and monitoring management.

INDIANAPOLIS, Apr. 12, 2008 - Cine-tal Systems (www.cine-tal.com), a leading manufacturer of image processing, display and collaboration solutions used in digital cinema and video production, has reached an agreement with Rising Sun Research (RSR) to wholly acquire its cineSpace color management technology and product line.

Cine-tal will continue to develop and market cineSpace as a standalone solution for color management in visual effects and DI. At the upcoming National Association of Broadcasters conference (NAB), Cine-tal Systems and Rising Sun Research will conduct a joint demonstration with cineSpace supporting display profiling and matching LUT generation using Cine-tal's eL1000 and Cinemage product lines.

cineSpace is the most widely used color management technology for film and television production. It is employed by production and post production facilities worldwide to ensure that all of their displays match and conform to a specified output medium, such as a particular film stock or video format. It ensures that the images artists see on their screens are identical to how they will look when projected in a movie theater or shown on television.

cineSpace has been developed by RSR, a specialist provider of 'visual context' software solutions, to solve color monitoring and color space inaccuracies on movies. RSR was originally formed as an independent spin-off from visual-effects company, Rising Sun Pictures, to commercialize innovative solutions to problems in the visual domain, and is now an independent, privately held company.

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“We have been in discussions with Cine-tal for the past year about how to take the cineSpace product line and extend it both functionally and to other parts of the market. The integration of cineSpace with Cine-tal’s current and future technology creates a long term solution in color and display management,” said Jeremy Pollard, cineSpace Product Manager.

Cine-tal Systems will integrate cineSpace software technology with its own display management software that has been in development for several years. “By combining our display management software with the cineSpace color management software, we are providing a comprehensive solution for color management and display management,” said Cine-tal Systems CEO Rob Carroll.

The combined technology will allow users to ensure consistency of image quality when content workflow passes through several color space requirements and is viewed on different display systems. The tools will assist customers with any variation in image display when content moves from one phase of production to another, from one facility to another or from one type of display technology to another.

“We are taking a proven, well-conceived technology in cineSpace, building interoperability with our hardware products and extending its function through our software technology,” said Carroll. “The extended functionality within cineSpace will allow our customers to manage their color space and their display systems. It will provide our clients with a strategically optimized solution.”

Cine-tal’s display management technology is still in development. When completed and integrated with cineSpace, it will provide companies involved in film and television production with a solution to manage the vast profusion of display devices available today, as well as those that will appear in the future. “We are committed to providing our customers with the very best technology for collaborating, processing and displaying visual media,” Carroll said.

Cine-tal Systems engineers have been working with RSR’s development team for the past nine months to develop integrated solutions. The latest version of cineSpace software, slated for release at next month’s National Association of Broadcasters Convention, will include the ability to profile Cine-tal Systems monitors.

About Cine-tal

Cine-tal Systems develops display, collaboration and image processing solutions for digital cinema and video production and post production. Cine-tal is a privately held company based in Indianapolis, Indiana. For more information, call (317) 576-0091 or visit www.cine-tal.com.

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