

Press Release

DFT Receives ARRIRAW ALEXA Certification for its FLEXXITY On-Set & In-Post Software

Weiterstadt, Germany – April 26, 2012

DFT Digital Film Technology, provider of high-end film and digital post production solutions that preserve, manage, and deliver your pictures, announces that its FLEXXITY software has been approved as an ARRIRAW certified image processing tool to work with material from ALEXA cameras.

ALEXA ARRIRAW reference material using DFT Digital Film Technology FLEXXITY has shown that the ALEXA ARRIRAW image processing function implemented in the FLEXXITY software satisfies the extremely high ARRI image quality standards.

The certification qualifies FLEXXITY as a feature-rich on-set and in-post software tool designed for a number of different applications that use digital cinematography acquired content.

FLEXXITY on-set software is entirely compatible with the ARRI ALEXA digital cinematography camera. Together, this solution enables cinematographers to (immediately and on-set) process the ARRIRAW material from the ALEXA, all while maintaining the pristine image quality coming from the camera. Since FLEXXITY applications natively read and debayers ARRIRAW files, there are no transcoding requirements.

The debayer capabilities convert and interpolate the raw image data ensuring the high image quality is honored throughout the entire workflow. Therefore all users throughout the entire production and post production process, whether dailies or final finishing, have access to work directly with the ARRI certified images.

FLEXXITY in-post software includes the same benefits as FLEXXITY on-set, with the additional feature to create files that can be used for final screening including Digital Cinema Package (DCP). FLEXXITY is so flexible that it can be used as a turnkey Dailies solution, all the way to a mastering solution for screening.

The ARRIRAW debayering filter presents different parameters that are user-



selectable depending on the required on-set look. In addition, FLEXXITY's image processing tools such as ASC color correction, secondary color correction, LUTS, pan & scan, zooming, and rotations can be applied to the ARRIRAW images. FLEXXITY also supports 3D stereoscopic productions.

The ARRIRAW ALEXA certification states that FLEXXITY meets the rigorous standards as put forward by ARRI, which now puts FLEXXITY at the forefront as a proven dailies and playout software tool for both an on-set and in-post workflows.

About DFT Digital Film Technology

DFT Digital Film Technology Weiterstadt Holding GmbH provides high-end film and digital post production solutions for a variety of commercial media, film and content markets including; film studios, broadcast operations, and post production facilities.

DFT products include the SCANITY™ Film Scanner, Spirit family of DataCines® and Telecines, Shadow Telecine, Scream grain reducer, LUTher color calibration tool, FLEXXITY™ specialized software for Dailies, Archive, and Playout applications, and BONES software tools for Dailies, Transfers, and Playout. The entire DFT team is highly regarded within the industry and is dedicated to uncompromised product and technology development, as well as superior sales and support services.

DFT Digital Film Technology is headquartered in Weiterstadt, Germany and has regional offices in London, Paris, Sydney, Bangkok and Los Angeles. DFT is independently owned by PARTER Capital Group, a Frankfurt, Germany private equity investment group. For more information please visit: www.dft-film.com, or connect via [Facebook](#).

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