



Mojo Media Solutions Pty Ltd

ABN: 12 150 591 790

9 Foley Place, Castle Hill

NSW 2154, Australia

Phone/Fax: +61 2 8850 3791

www.mojomediasolutions.com

PRESS RELEASE

Mojo Media Solutions appointed as Colorfront representative for ANZ

For Immediate Release

Sydney, Australia, 4th March 2015 – Colorfront, (www.colorfront.com), the Academy and Emmy Award-winning developer of high-performance, on-set dailies and transcoding systems for motion pictures, high-end episodic TV, broadcast and commercials, has signed a reseller and distribution agreement with Mojo Media Solutions (www.mojomediasolutions.com) covering Australia and New Zealand. Under the agreement, Mojo Media Solutions will be responsible for the sales and promotion of Colorfront's acclaimed On Set Dailies, Express Dailies and Transkoder product lines into the region.

As the original authors of Lustre, Autodesk's best-selling DI grading system, and the owners of Budapest's leading post production facility, Colorfront systems combine in-depth post-production and colour science expertise with in-house software development skills and additional proprietary technologies for dailies processing, conform, finishing and mastering of deliverables. Colorfront software runs on widely-available computer workstations, fitted with single or multiple GPUs, to deliver extreme performance at affordable price points. Colorfront systems already provide real-time 8K/60p and 3D4K processing.

As a leading technology innovator for elite Hollywood productions, blockbuster motion pictures and high-end episodic TV shows, Colorfront systems are in daily use by many of the world's leading post-production facilities such as Deluxe, Technicolor, Fotokem and Park Road Post Production, as well as broadcasting giants such as the BBC, NHK, HBO and FOX Studios.

"We are delighted to represent Colorfront in Australia and New Zealand," remarked Stuart Monksfield, managing director/founder of Mojo Media Solutions. "We believe our customers in broadcast and motion picture production will recognise the many advantages their software has to offer."

Expanding further, Monksfield said "Colorfront products, such as Transkoder and On Set Dailies, combine extreme performance with ease-of use, and deliver efficiency in a complex digital world where productivity is paramount. With the delivery of video tape masters all but finished, who a couple of years ago would have predicted broadcasters would be stipulating their preferred delivery format as an IMF file package? These MXF-wrapped files are far more complex than a DCP for theatrical distribution, since they contain multi-resolution, multi-frame rate, multi-aspect, multi-lingual, multi-colour space and multi-bit-rate versions in multiple codecs. Thankfully, Colorfront are absolute masters in this field, and through on-going parallelisation and optimisation they continue to outperform even bespoke, hardware-accelerated alternatives."



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“We selected Mojo Media Solutions to represent Colorfront as they fully-appreciate the challenges that broadcasters and filmmakers are facing in the development of efficient file-based workflows,” Aron Jaszberenyi, managing director of Colorfront. “They have the experience to bring Colorfront technology successfully to the market – on-set, in post and in the broadcast machine room – across Australia and New Zealand, and we look forward to supporting them in their work.”

About Colorfront

Budapest-based Colorfront has been developing high performance media software since 2000. Colorfront dailies systems have been used on hundreds of motion picture productions worldwide. Recent and forthcoming productions processed on Colorfront dailies systems include: ***Hercules: The Thracian Wars, Hunger Games: Mockingjay, Mad Max: Fury Road, The Fault In Our Stars, X-Men: Days Of Future Past and Unbroken.*** Colorfront's pioneering technology developments have earned the company Academy and Emmy Awards. For further information visit www.colorfront.com.

Phone: +36 1 880 3900

E-mail: info@colorfront.com

About Mojo Media Solutions

Founded in 2011 by Managing Director Stuart Monksfield, Sydney based Mojo Media Solutions is a trusted supplier servicing the needs of the Feature Film, Commercials and Broadcast post-production industry in Australia, New Zealand and South East Asia. With 30 years engineering, operational and managerial experience, including multiple credits for Digital Intermediate and On-Line Editing, Mojo provides some of the most advanced technologies available, backed by real-life operational and technical know-how. They offer a range of consultancy services that include Display Calibration, Colour Management, Colour Science, Digital Intermediate and Workflow Design for 2D, stereoscopic 3D and HFR projects www.mojomediasolutions.com.

Contact: Stuart Monksfield

Phone: +61 468 874 464

E-mail: stuart@mojomediasolutions.com