

Press Release

SGO Mistika's Unique workflow helps to produce world first major 48fps 3D feature film "The Hobbit – An Unexpected Journey"

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Wellington, New Zealand, 24 January 2013 - It took a world first behind the scenes workflow in order for *The Hobbit – An Unexpected Journey* to become the first large scale wide release feature film to be exhibited in 48 frames per second.

Park Road Post General Manager Cameron Harland says, together with SGO Mistika, it took two and a half years of research, development, testing and refinement to create the unique workflow. "From on-set services, grading and exhibiting HFR digital dailies through to the DI online, stereoscopic work and final colour grading, it was a massive undertaking."

Utilising SGO's Mistika platform as the hub of its large DI infrastructure, Park Road in partnership with SGO, co-developed tools across the entire pipeline. SGO worked in parallel with the Park Road team in Wellington from pre-production through to final delivery of the film developing the tools and inbuilt-HFR feature set needed to meet the extremely high demands of this complicated production.

Dave Hollingsworth, Park Road's Head of Picture and Supervising Digital Colourist for *The Hobbit* says when Park Road discovered the Mistika they knew they had found their solution. "When the decision was made to film and post *The Hobbit* in 48fps 3D there wasn't any one product on the market capable of delivering what was needed. SGO had by far the best stereo toolset available and equally importantly they had a passionate and highly skilled development team that demonstrated an absolute commitment to developing everything else we needed to deliver this film."

Park Road's Head of Technology Phil Oatley adds "We wanted to create a complete pipeline, based on one platform, from dailies work and dailies screenings right through to final online, stereo and colour grading. The Mistika provided a platform that was flexible and robust, gave us even greater speed than what is normally required for your average 2D 24fps project and was so good that the filmmakers never noticed that we were dealing with four times the data of a normal feature."

Dave Hollingsworth substantiates "What I am most proud of is that, whilst this was potentially the most complex post ever carried out on a feature film, the technology never got in the way of what the filmmaker wanted. It is safe to say that we could not have done it without SGO."

Executive Vice-President of Feature Post Production of Warner Bros., Marc Solomon states "SGO has shown that it is a cutting edge, forward thinking company with expansive digital tools and experienced professionals. Their contribution to the post of *The Hobbit* helped us to provide a spectacular looking film."

SGO's Director of Global Sales and Operations, Geoff Mills affirms "It has been a truly meaningful journey since Park Road first saw Mistika, and recognised the potential in the technology and the team at SGO, to deliver a workflow and creative solution, which stretches the boundaries of film production."

CEO of SGO, Miguel Angel Doncel asserts "At SGO we recognise each new Mistika installation as the beginning of an exciting partnership between those that create technology and those that use technology to tell stories. We are extremely proud to work closely with Park Road's exceptionally creative and brilliant technical team, who are constantly pushing the limits of what is possible, relying on game-changing technology that grows with them."

Geoff Mills continues "Our close relationship with Park Road, at all levels, has been instrumental in making HFR Stereo 3D a reality and has demonstrated that above all, it is the people who unlock dreams through passionate determination and ground-breaking development."

Miguel Angel Doncel confirms "We have immense gratitude to Park Road for their inspirational support and extensive feedback, which helped us to continue to develop Mistika to have even more innovative and cutting-edge features that are required to make extraordinary projects such as "The Hobbit" trilogy. The results are breath-taking and have made momentous movie history. We look forward to continuing the great relationship we have built with their incredible team for many more years to come."

The development partnership that exists between the two companies, is a significant testament to the combined commitment to create new workflows and forward thinking techniques, and will enable Park Road to stay on the very edge of new film making technologies now and in the future.

ABOUT PARK ROAD POST PRODUCTION - A premier post production facility located in Wellington, New Zealand. Developed by filmmakers for filmmakers, Park Road offers a relaxing and inspiring environment for filmmakers to realise their vision. Park Road was established as a one-stop shop with a film laboratory on site sitting alongside the picture and sound departments. Park Road is uniquely placed to supply all post services for a feature from digital and film rushes, stereoscopic alignment, digital intermediate, foley and sound mixing through to the final completion of all film and digital deliverables for distribution. Visit them at www.parkroad.co.nz

ABOUT WARNER BROS. ENTERTAINMENT INC. - A fully integrated, broad-based entertainment company and a global leader in the creation, production, distribution, licensing and marketing of all forms of entertainment and their related businesses. A Time Warner Company, Warner Bros. Entertainment stands at the forefront of every aspect of the entertainment industry from feature films to television, home entertainment/DVD, animation, product and brand licensing and interactive entertainment. Visit them at www.warnerbros.com

ABOUT MISTIKA - As the cornerstone of many internationally acclaimed facilities and broadcasters, Mistika provides creative tools for 2D and highly-developed stereoscopic 3D productions, boasting remarkable speed and real-time visual effects, colour grading, editing, compositing, graphics and multi-format mastering and much more. With Mistika operating from non-proprietary hardware with an open file structure, including widespread codec-support, it enables easy integration and compatibility with other systems. Mistika uses NVIDIA's Quadro GPUs to accelerate algorithmic computations involved in all visual effects, pushing the boundaries of science. SGO entrusts Mistika to HP's platforms in order to achieve maximum real-time editing, ultimate grading and compositing. HP Workstations are time-tested and dependable and exclusively used to accelerate 2D and Stereo 3D post production workflows in all Mistika projects. www.sgomistika.com

ABOUT SGO - An established European developer of leading high-end solutions including its flagship DI and Stereo 3D finishing system Mistika, and on-set application Mistika Live for the post production and broadcast industries, supported by specialist technology partners such as HP and NVIDIA. A global company, SGO continues to expand with offices and reseller partners across the world. Visit them at www.sgo.es

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