



SGO Press Announcement

Framestore invests in SGO's Mistika to compliment finishing suites for stereo 3D and grading projects

'SGO's Mistika is the most capable system in the market for stereoscopic 3D finishing'. Steve Prescott, Director of Technology, Framestore

Soho, London, UK, 5 February 2010: **SGO UK**, developer of high-end solutions for the post production and broadcast markets, is delighted to announce that Framestore has invested in a Mistika Post Production System. Mistika will enhance the current range of finishing suites at Framestore for vfx work for commercials, film and television projects.

Framestore's Director of Technology, Steve Prescott, who will be speaking about 3D on the SGO UK Seminar panel at Broadcast Video's Expo, states: „SGO's Mistika is the most capable system in the market for stereoscopic 3D finishing. It was the final piece to complete our 3D commercials pipeline here at Framestore. Mistika is available at the right price; has the best toolset and its ease of integration with other systems is what attracted us to the product. It allows us to fix shooting problems, conform and grade 3D material and our editors and colourists are very impressed with its functionality.“ The SGO UK Seminar panel at Broadcast Expo will be held on Tuesday 16th February at 15:30 in the Post Production Seminar Room.

Framestore is an Oscar award winning post production house, with over 20 years experience in digital film and video technology. Framestore was the only UK facility to have been awarded shots on James Cameron's Avatar, working on three key sequences. Recent work includes the DJ Hero intro, Where the Wild Things Are and Prince of Persia. Framestore will be looking at working on exciting new stereoscopic 3D projects in the film and commercials markets in the future.

SGO Mistika continues to define and lead the stereo 3D revolution with efficient workflows and advanced toolsets. Mistika provides an impressively reliable post production system to overcome challenges, offering one powerful complete solution supporting SD-HD-2K-4K and stereo 3D including real-time native RED workflows.

About SGO

SGO is a leading European developer of high-end solutions for the post production and broadcast industries and has been distributing and providing system integration and developing solutions for the film and media industries since 1993. Mistika, SGO's high-end post production system offers a complete solution and industry-leading performance for post production across all genres from advertising, film and TV productions. Customers include BSkyB, Framestore, The Club, Preditors, On Sight, BTV Videomedia, Molinare Madrid, Infinia, El Colorado, Thomson Technicolor Madrid, Real Madrid Televisión, PICTORION das werk GmbH and OPTIX Digital Pictures. www.sgo.es.

About Mistika

Mistika is a flexible high-end post production system capable of SD, HD, 2K, 4K, stereoscopic 3D with real-time Red camera and other data workflows. It seamlessly integrates timeline-based editing, conforming, infinite-layer compositing, colour grading and image restoration all in one complete system with various toolsets working together in the timeline.

About Framestore

Visit the website at: www.framestore.com

SGO Press Contacts for further information:

UK & International:

*Carole Cox
PR Manager
SGO UK
Tel: + 44 (0) 781 747 3508
carole@radiancpr.com*

Spain:

*Sofia Pensado
Marketing Manager
SGO Spain
Tel: +34 915 427 976
spensado@sgo.es*