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Frantic Films Software at NAB 2009

*Deadline 3.1 Announced; Prize Giveaways and Call for Participation for
Awake Beta-Testing Program*

Hollywood, CA (April 16, 2009)—Frantic Films Software, the R&D arm of award-winning visual effects company Frantic Films VFX and a division of Prime Focus Group, will be showcasing its software products at NAB 2009 April 20th – April 23rd from booth #SL4430. Attendees will get a sneak-peek at [Deadline 3.1](#), the latest version of Frantic's proprietary render queue management software, and [Awake](#), its stereoscopic 3D plug-in toolset for eyeon Fusion. Lead developers Brian McKinnon (Awake) and Ryan Russell (Deadline) will be available at the booth to answer questions and discuss product features.

“As the entertainment business undergoes seismic shifts due to changes in the global economy, it’s important to keep a finger on the pulse of the industry,” said Chris Bond, President & Creative Director, Frantic Films. “We’ve chosen to be at NAB this year because it’s a great opportunity to engage with our clients and get a first look at the tools and technologies that will shape our business in the crucial years to come.”

Prize Giveaways at the Frantic Films Software Booth

In addition to unveiling Deadline 3.1, Frantic will be giving away two software bundles at the show. NAB attendees are invited to visit the Frantic booth (#SL4430) on Wed., April 22nd at 3:30PM to enter for a chance to win one standard bundle of Krakatoa and one workstation license for Awake, a prize worth \$1,000.

On Thurs, April 23rd at 11:30AM, NAB attendees will also have the opportunity to pick up five Deadline render nodes and one workstation license for Awake, a prize worth \$1,250. Entries will be accepted all week long for this free drawing.

Awake Beta-testing Program

Frantic will also be collecting information from customers at NAB 2009 who are interested in participating in the next beta cycle for Awake. This latest version of Frantic's image processing tool will include support for applying color correction to footage using the American Society of Cinematographers Color Decision List format (ASC CDL), improving the consistency of color correction between multiple devices in multiple locations.

Awake is used at Frantic Films VFX to integrate live Baselight color corrections from digital intermediate sessions at sister company Post Logic Studios and for applying those source plate corrections directly to the company's Fusion composites, simplifying the compositing workflow and color pipeline. For more information, visit

<http://www.franticfilms.com/software/products/awake/overview/>. Those interested in participating in the beta test program are invited to come by the Frantic booth (#SL4430) to sign up.

During NAB, customers can also purchase Awake at a special discount of 15 percent off the regular retail rate. Full pricing information for Awake is available at: http://www.franticfilms.com/software/products/awake/price_quote/.

About Frantic Films Software

Frantic Films Software, a division of Prime Focus Group, has developed a reputation for creating innovative custom-built R&D solutions and quality software products. From the Deadline™ Render Farm Management System, to the Awake stereoscopic plug-ins for eyeon Fusion, to the Krakatoa high volume particle renderer, Frantic Films Software is pushing the envelope of conventional thought and applying real science to create tools and technology that truly open a whole new world of possibilities for VFX professionals. For more information, visit Frantic Films Software at <http://software.franticfilms.com>.

About Frantic Films VFX

Located in the three different locations across North America with offices in Winnipeg, Canada, Vancouver, and Los Angeles, Calif., Frantic Films VFX has been operating divisions that provide visual effects for film and television, and VFX software development since 1997. Frantic Films' VFX award-winning visual effects teams have worked on films including *Watchmen*, *Dragonball Evolution*, *Red Cliff*, *W.*, *Journey to the Center of the Earth 3D*, *Fantastic Four: The Rise of the Silver Surfer*, *Grindhouse*, *Superman Returns*, *X-Men 3*, *Poseidon* and many others. The company's software tools were developed to solve complex production challenges on in-house feature effects projects, and are also in use at many leading 3D animation and effects facilities worldwide. In November of 2007 Frantic Films VFX became a division of international post and VFX leader Prime Focus Group. For more information, visit <http://www.franticfilms.com>.

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