



Complete real-time DI solution for independent artists

SCRATCH teamed up with an AMD FirePro™ W-series professional graphics card delivers real-time grading, effects and mastering at a price any professional can afford.

In today's competitive digital imaging market, artists need tools that let them do more for less. ASSIMILATE's SCRATCH® is a complete dailies and digital intermediate solution, delivering real-time dailies, conform, colour grading, 3D compositing, finishing and mastering in a package you can rent by the day, week month or year. Coupled with cost-effective AMD FirePro W-series professional graphics cards, SCRATCH provides the power of a large facility at a price an independent professional can afford.

Work in real time without proprietary hardware

Thanks to ASSIMILATE's hardware-agnostic philosophy and support for open standards, there is no need to buy expensive proprietary hardware to get the most out of SCRATCH. With two AMD FirePro W9100 GPUs, you can debayer 5K RED EPIC footage in real time, without the need for a specialist, single-function transcoding card.

And as SCRATCH harnesses the power of the AMD FirePro GPU in your Windows workstation or your new Mac Pro via OpenCL – a single, transparent, open API – there's no need to worry about running more than one operating system in your network.



OpenCL

The independent artist's secret weapon

Thanks to SCRATCH's fully GPU-enabled workflow, even challenging grading and effects shots can be finalised in real time in client sessions. Coupled with the power and attractive price performance of AMD's FirePro W-series graphics cards, SCRATCH gives independent professionals the confidence to take on even the most demanding work.

Industry:

Media & Entertainment

Application:

SCRATCH from ASSIMILATE

Challenges:

- ▲ Greater complexity and expense with digital 3D tools and applications
- ▲ Professional finishing tools for 4K to 6K footage are very expensive
- ▲ Competitive pressure

Solution:

- ▲ AMD FirePro™ professional graphics is fully optimized, thoroughly tested and officially certified for SCRATCH giving you the performance and reliability via OpenCL™ for real-time colour grading and 3D compositing

Value Propositions:

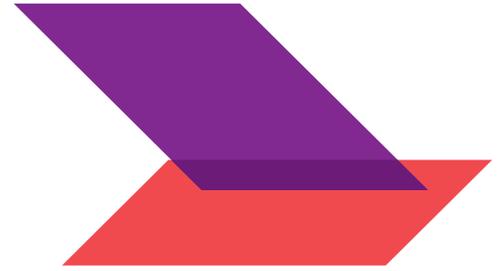
- ▲ Optimized and Certified for ASSIMILATE'S SCRATCH
- ▲ More Performance with AMD GCN GPU Architecture and Open Standards
- ▲ Designed to Meeting the Needs of Real Productions
- ▲ Accelerate your Workflow with AMD Eyefinity Multi-Display Technology

The AMD FirePro Advantage:

- ▲ Three-year warranty and extended availability – Compared to consumer graphics, AMD FirePro cards have an extended lifecycle
- ▲ Highest level of customer support – Customers have the ability to contact the AMD technical team directly
- ▲ Energy efficiency – AMD FirePro graphics cards are based on a highly efficient GPU design and feature power saving technologies like AMD PowerTune and AMD ZeroCore!
- ▲ AMD Eyefinity technology – A single card can power up to 3, 4 and even 6 displays with up to 4K resolution with each output (4096 x 2180 pixels using DisplayPort 1.2)²

1. Work in full resolution in real time

When it comes to creative work, anything less than real time doesn't count. Thanks to SCRATCH's fully GPU-optimised architecture, there is no need to create proxies or wait for shots to render: instead, you can play back, edit and colour-grade footage interactively, at its native resolution. With its impressive specifications, including 5.24 Teraflops of single-precision compute performance, a single AMD FirePro W9100 graphics card lets you work on 4K footage with up to 15 composite layers, and still stay seamlessly interactive.



SCRATCH harnesses the power of the GPU for real-time grading.

2. Debayer RED footage without proprietary hardware

Thanks to SCRATCH's support for GPU-only debayering, there's no longer any need for expensive, single-function hardware to play back RED footage¹. With two AMD FirePro W9100 cards, you can debayer, display and process EPIC 5K footage in real time – and since SCRATCH is a fully GPU-enabled application, every other part of your workflow can benefit from their combined 10.48 Teraflops of single-precision floating-point computing performance. Everybody wins.



Edit 4K, 5K 6K content with ease thanks to SCRATCH's to harness the full compute power and large memory buffer of AMD's W9100 and W8100 GPUs.



3. Finalise VFX shots live in client sessions

Having to interrupt a Digital Intermediate (DI) session to send out beauty shots or object replacements breaks your creative flow, and can put you behind schedule. With SCRATCH's deep 3D compositing and support for OFX plugins, grading and visual effects become part of a single seamless workflow. Since every part of the software can harness the power of AMD's professional graphics cards, the UI remains real-time and responsive, letting you finalise even complex shots live in client sessions. And thanks to AMD Eyefinity technology, a single AMD FirePro W9100 graphics card can run up to six, 4K displays, meaning that GUI controls never have to compete for screen space on your output monitor¹.



Every tool part of SCRATCH can harness the power of AMD's GPUs for seamless workflows across multiple, 4K monitors.

4. Manage multiple file formats with ease

From ALEXAs and F55s to GoPros and DSLRs, working on modern commercials and movies means handling a huge range of camera formats, at a huge range of resolutions. Powered by AMD's professional graphics hardware, SCRATCH provides fast, GPU-enabled transcoding, including ProRes encoding on Windows with full feature parity to Mac OS X. Work on a project in the native formats of your choice, then output to anything from DCP to YouTube in a snap.



SCRATCH provides fast, GPU-enabled transcoding, including ProRes encoding.





Conclusion

Combining dailies, conform, grading, compositing, finishing and mastering in a single, affordable package, SCRATCH puts all the tools of a large facility into the hands of independent imaging professionals. Thanks to its fully GPU-centric architecture, coupled with the power and performance of AMD FirePro W9100 and the AMD FirePro W8100 professional graphics cards, artists can tackle even the most demanding movie and commercials jobs live in client sessions with confidence. AMD FirePro professional graphics are certified by ASSIMILATE, with optimized drivers that have been extensively tested for the best possible reliability and stability.

“Why do I use AMD? I get more power for less money. I service a lot of very high-res, high-bit-rate, high-colour-depth images, and I do it on location. Having an AMD FirePro W9100 in my machine means I can monitor and apply colour grades to 4K images.”

Graham Austin, Co-owner, DI Film



Recommended for ASSIMILATE

	AMD FirePro W7100	AMD FirePro W8100	AMD FirePro W9100
Stream Processors	1792 Stream Processors	2560 Stream Processors	2816 Stream Processors
GPU Memory	8GB GDDR5 160 GB/s	8GB GDDR5 320 GB/s	16GB GDDR5 320 GB/s
Compute Performance (Single Precision)	3.3 TFLOPS	4.2 TFLOPS	5.24 TFLOPS
AMD Eyefinity	Yes (6 Displays) ¹	Yes (6 Displays) ¹	Yes (6 Displays) ¹
Connectivity	4x DisplayPort 1.2 3D Stereo Connector Framelock / Genlock	4x DisplayPort 1.2 3D Stereo Connector Framelock / Genlock	6x Mini DisplayPort 1.2 3D Stereo Connector Framelock / Genlock
System Interface	Single-slot PCIe 3.0	Dual-slot PCIe 3.0	Dual-slot PCIe 3.0

For more information, visit in.amdfireprohub.com

1. Price comparable on the 15th August 2014; Rocket card at \$4750 <http://www.red.com/store/products/red-rocket>. AMD FirePro W9100 graphics card retails at \$3999 <http://www.versatiledistributionservices.com/?PAGEID=25>. 2. AMD PowerTune and AMD ZeroCore Power are technologies offered by certain AMD FirePro™ products, which are designed to intelligently manage GPU power consumption in response to certain GPU load conditions. Not all products feature all technologies - check with your component or system manufacturer for specific model capabilities. 3. AMD Eyefinity technology supports up to six DisplayPort monitors on an enabled graphics card. Supported display quantity, type and resolution vary by model and board design; confirm specifications with manufacturer before purchase. To enable more than two displays, or multiple displays from a single output, additional hardware such as DisplayPort™-ready monitors or DisplayPort 1.2 MST-enabled hubs may be required. Maximum two active adapters supported. See www.amd.com/eyefinityfaq for full details.

