CINEMATIC HFR IS HERE

"We have been working with Pixelworks'
TrueCut Motion platform to remaster AVATAR and TITANIC
in high frame rate, while keeping the cinematic look of the original."

James Cameron

Motion Grading is a post production platform that solves the growing problem of judder and strobing artifacts in movies. It is particularly important during finishing for large or higher brightness premium screens, and increasingly considered essential for 3D.

Importantly, motion grading maintains the 24fps filmic look and avoids the "HFR" look of motion smoothing and high frame rate original productions

The engineers at Pixelworks have researched the way we see motion and developed algorithms, software tools and a delivery platform that provides unprecedented image control, while keeping the filmic look. We call this process "Motion Grading" because, like color grading, it allows you to fine tune the motion look of your picture, in post.

The platform is called "TrueCut Motion", and was most recently used as part of the 4K HDR remasters of Avatar and Titanic, and on over 250 shots in Avatar: The Way of Water. These titles have shown not only that there exists a robust global ecosystem of compatible HFR theaters, but that viewers love the results.

A home entertainment ecosystem is being put in place that faithfully delivers creative intent for not only the image but also – for the first time – motion.

Motion Grading and Cinematic HFR is here.

- Award winning shot-by-shot motion grading tools adjust judder and motion blur. Works with any original source frame rate.

- Supported by a growing ecosystem of home entertainment and theatrical partners.

- Delivers Cinematic High Frame Rate with as much of a 24fps filmic look as desired.

HPA AWARD

LUMIERE AWARDS — **ADVANCED IMAGING SOCIETY** WINNER

TRUECUT MOTION