

NAB 2019: Codex High Density Encoding Supports ARRIRAW Workflows

London, England – April 2, 2019 – Codex will be supporting ARRIRAW Codex High Density Encoding (HDE) workflows with multiple partners at NAB 2019 in Las Vegas. Codex High Density Encoding [HDE] is an encoding technique optimized for Bayer pattern images and provides bit-exact data reduction of uncompressed camera ARRIRAW files from cameras like those in the ARRI ALEXA family. Most important, HDE encoding is lossless - when an HDE file is decoded, it is a bit-for-bit perfect match to the original file.

Over the last year, Codex has worked closely with partners to integrate HDE into products like Imagine Products' ShotPut Pro, Colorfront's On-Set Dailies, Express Dailies and Transkoder, Pomfort's Silverstack and FilmLight's Daylight and Baselight. This open approach allows our partners to optimise ARRIRAW workflows by reducing the need for increased storage and provides efficiencies all the way from dailies to VFX pulls to the final digital intermediate, saving money and time.

Codex HDE has been used on several high profile projects since its launch, including Spider-Man: Far From Home, where it drastically reduced the volume of data that had to be transferred from London to Marvel Studios in Los Angeles via a 10GbE switch and Aspera, where Open EXR files for VFX pulls were being generated. The reduced file size also meant that the dailies company could keep the entire movie online for the duration of the shoot. Spider-Man: Far From Home was shot with ARRI ALEXA Mini cameras. ARRI quickly realised the utility of HDE. Marc Shipman-Mueller, Product Manager Camera Systems at ARRI, explains why, "Using their knowledge of ARRIRAW workflows, Codex has developed a tool that reduces storage costs and file transfer times. Given ARRI's emphasis on the highest quality images, it is critical that HDE provides bit exact reduction of uncompressed ARRIRAW camera files. When an HDE file is decoded, it is a bit-for-bit match to the original file." The recently announced ARRI ALEXA Mini LF, which records to Compact Drives, will plug seamlessly into Codex HDE workflows.

Another product with HDE integration is Pomfort's Silverstack Lab 6.5. "Data volume is a critical topic in the workflow from set to post, so Codex HDE for ARRIRAW is an important step forward for our customers", explains Pomfort Product Manager Patrick Renner, "It can reduce the file size by around 40% – which reduces transfer times and makes shooting and processing ARRIRAW even more attractive".

Imagine Products is one of several partners who will be showing HDE as part of their product demonstrations at NAB. According to Marketing Director Michelle Maddox, "By expanding our support for Codex's High Density Encoding and .ARX files in ShotPut Pro, we are demonstrating our continued commitment to streamlining workflows," said Michelle Maddox, marketing director for Imagine Products. "We are excited to showcase this partnership at NAB with product demos."

Codex HDE can be seen in several places at NAB 2019 – **Imagine Products (SL13605), YoYotta (SL14505), Colorfront (Renaissance, Ren Deluxe-1), FilmLight (SL4105), HEDGE (SL14805), ASSIMILATE (SL4112) and Pomfort (C7935).**

Codex will be demonstrating its "One Workflow" for multiple cameras and a series of new Media Vault storage products supporting HDE files in suite 632/636 at the Renaissance hotel. Learn more about Codex HDE at <https://codex.online/codex-hde>.

About Codex

Codex is an Emmy Award winning manufacturing and design company that creates custom products for the media and entertainment industry, including high-performance media and workflow systems in support of the leading camera vendors for feature, television, and commercial production. Products include unique software applications that enable quick and easy data file management, multi-layered colour correction modules for leading non-linear editing systems, and shared desktop storage solutions that connect the creative community.

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