

SAMARA USHERS IN NEW ERA OF FILMMAKING

Startup helps Guy Ritchie Direct Miramax Feature from His Living Room

LOS ANGELES, CA - October 2, 2020 - Samara, an LA-based company that enables filmmakers to collaborate remotely and securely with just one click, is proud to announce the general availability of Samara Seed, an end-to-end software suite built from the ground up for film, TV, and commercial production and post-production in today's brave new world.

Samara recently demonstrated the power of its technology when famed director Guy Ritchie needed to film reshoots for *Wrath of Man*, a Miramax feature film slated to be released in early 2021. Since Ritchie was in London, and the production was filming in Los Angeles, *Wrath of Man's* producers needed a solution that didn't involve flying Ritchie to LA and quarantining him for 14 days.

Enter Samara. Through connecting Samara to the production's cameras in Los Angeles, Ritchie was able to see video as it was being filmed over his Web browser. Similarly, all authorized production personnel could view live feeds over their phones, iPads, or laptops, thus minimizing the typical "video village" scenario in which everyone gathers around a group of monitors on-set. And, Ritchie could see what was going on behind the scenes through a simple phone camera video stream.

"I have to admit the stakes were pretty high, but you guys totally 'stuck the landing,'" said Andrew Golov, EVP Production at Miramax.

The Samara Seed platform is not just an on-set solution; it moves seamlessly into post-production, allowing editors, colorists, and visual effects supervisors to easily share streams with directors, producers, and executives in the decision chain. Samara requires no change in behavior: creators can use the same cameras, post-production systems, and facilities that they always use.

Samara supports UHD, 1080 HD, and Dolby 7.1 Surround Sound, and it is unique in its ability to handle live HDR. Security is also a major priority: Samara features strong encryption and is compatible with its clients' existing security protocols. And finally, Samara is fully expandable: streams can be sent to additional authorized contributors at no extra charge.

Since its launch, Samara has been used on over ten films and five commercials. "Covid-19 has accelerated the move towards remote work in every industry, and filmmaking is no exception," observed Samara co-founder Aaron Peak. "While there are other companies like Zoom that allow people to communicate over video, we stand out because of our focus on filmmakers and our sheer ease of use. If you have to watch a six-minute video to use a product, that's six minutes too long."

ABOUT SAMARA

Based in Los Angeles, Samara enables filmmakers to collaborate remotely and securely with just one click. Using Samara, filmmakers can share streams from set or from any post-production facility at the high quality standards industry professionals demand. For more information about Samara, please visit www.samaralive.com.