

FILMWORKZ ANNOUNCES LOKI 2.0 - THE AUTOMATED SOLUTION TO UNLOCK THE TRAPPED REVENUE IN YOUR MEDIA VAULTS

A fully automated, scalable one-stop solution that can intelligently restore and upscale back catalogues, bringing content to the market faster with picture quality expected by newer audiences.

London UK – MPTS – 12th May 2023 – Today, film and image enhancement software innovators [Filmworkz](#) announce the release of **LOKI 2.0**, their latest development of a new, automated image enhancement tool.

LOKI 2.0 will help content owners monetize their vast libraries with **Emmy award-winning DVO tools** that can make their content look its best and reduce their upfront costs.

With **high-quality upscaling** algorithms and **motion-estimated standards conversion** tools, any archived content can now be easily enhanced to make it available for generations to come. With **easy to select presets, preview window, automated batch processing**, and industry-standard deliverable exports **LOKI 2.0** is the solution to optimize archive content for distribution in a fast, viable package.



Archival professionals are dealing with an ever-increasing amount of content that needs to be easily prepared and processed in an automated, cost-efficient, scalable solution that meets current and future industry standards. They want to be able to monetize their assets for several generations without the frustration of high cost and manual labor and with the ability to monitor operations securely from anywhere in the world. Instead of going back to the same shows every few years, the whole library can be reinvigorated using tools that will help make your content look clean and sharp.

With **LOKI 2.0**, large amounts of data can be processed automatically. You can **add as many nodes as necessary** for urgent projects or use fewer nodes and let the processing run over several days, reducing your costs and helping you to prioritize based on your deadline.

Easy to select presets can be used depending on the type of media being added, with options for several types of tape-based media like D1, HDCAM, Digibeta and others. Watch folders can also be created and linked to specific presets, making it easy to render your files based on the type of media you have. **The power of Emmy-award-winning DVO tools is ready to deploy in LOKI 2.0**, including Deinterlace, Upscale, Denoise, and many other automated enhancement solutions **previously unavailable outside of Phoenix & Nucoda**.

"We're incredibly excited to offer this innovative solution to all content owners", said [Gustavo Mendes](#), Product Manager at Filmworkz. "**LOKI 2.0** can change the way Broadcasters and Archive holders monetize their content, helping to minimize risks and widening their selection of titles by reducing laborious processing costs. Being overwhelmed by your library selection without a way to enhance it won't be a problem anymore. We can't wait to see new shows brought to life using our tools being streamed to new audiences all over the world".

The current enhancement solutions can be very labor-intensive, with the need to use many operators to work on a single show for several weeks doing extensive checks on the media available. With **LOKI 2.0** you can easily select your files and use presets based on the origin of the media (tape based, film, etc.), use our preview window to compare before-and-after results and select the server available to render.

Early Beta group testers are saying:

"LOKI 2.0's scaling is excellent, and the sharpening is really nice without looking overly aggressive, likewise I was really impressed with DVO Dry Clean for film dirt'

'The quality of Filmworkz's tools are much better than any other vendor in the industry, I say that based on our own work and results'.

"Once I saw it, I knew it was **exactly what I wanted**",

LOKI 2.0 launches H2 '23 and to register your advance interest and get a sneak peek at a demo go to:

[LOKI 2.0 Demo Page](#)

FAQs

1. What does LOKI 2.0 do?

LOKI 2.0 is an Image Enhancement tool that uses the Emmy award-winning technology developed by Filmworkz. It can upscale, denoise, sharpen and do many other important enhancements to make your content ready for new Broadcast/Streaming standards.

2. How does LOKI 2.0 save me time & money?

Because it's easy to operate & automated for an efficient workflow, facilitating high throughput of content with minimal user input, plus it features a **dynamic preview window** where you can watch your footage enhancements happen in real time; in short, **LOKI 2.0** will save you **Time & Money** while you get on with the really important stuff.

3. Can it be used in the Cloud? And what about On-Prem?

LOKI 2.0 can be used On-Prem & will support air gap and floating licensing with the ability to easily add nodes based on your needs and budget. A cloud version is due to be released in 2024.

4. How does it compare to Topaz Labs Video Enhance AI?

LOKI 2.0 utilizes award-winning technologies used in blockbuster movies and TV shows with excellent results, while Topaz lacks a complete set of image controls, and has slow render speeds compared to our solutions.

5. How much does it cost?

LOKI 2.0 Studio Licence Package can be subscribed to for an economic base price with additional nodes and DVOs easily added on a 'pay as you go' model through your Filmworkz web account.

6. What are the purchase options & how can I understand my costs?

LOKI 2.0 will be available on a simple, modular and flexible subscription plan where costs will be easy to understand and manage on a 'pay as you go' basis run through your Filmworkz web account.

7. Do you offer Support?

Yes, support is provided using our dedicated online support platform & forum as detailed in our Support Matrix.

8. Do you provide options for audio restoration

Not on the initial release, but audio enhancement capabilities are being investigated.

9. What DAM and MAM systems are compatible with the software?

We're investigating the available options and working with manufacturers to implement features based on the capabilities of each system. Stay tuned for updates about this feature.

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