ftrack reimagines ftrack Review and launches cineSync 5, the next generation of media review

Latest industry-leading innovations from ftrack bring a redefined user experience to more audiences, meeting the evolved demands of creative review and approval processes

STOCKHOLM (April 20, 2022) - - [ftrack](#), the developer of Academy Award-winning media review and team collaboration solutions for the creative industries, has launched significant updates to two of its flagship offerings: [ftrack Review](#), the browser-based platform for interactive media review, and [cineSync](#), the desktop media review solution heavily utilized by the film and television industries. ftrack Review's new free-flowing user experience makes for a more lightweight, accessible media review experience for creatives, while cineSync's fundamental update addresses the evolving needs of VFX studios working today.

Both ftrack Review's reimagined workflows and cineSync 5 are available to try today. cineSync 5 is available as a free extension for all cineSync 4 Pro users.

ftrack was recently acquired by Backlight, a media technology company serving media, entertainment and video-forward customers with technology solutions that dramatically improve every step of the media content lifecycle. The acquisition allows ftrack to focus on product development and innovation, and provide its customers with the best possible tools and solutions like ftrack Review and cineSync.

ftrack Review Reimagined

ftrack Review introduces a newly updated, modern user interface designed for highly intuitive, user-friendly review sessions, alongside a greater focus on efficiency.

"We've listened to our customers' feedback and have incorporated it into a new ftrack Review update that makes for a more responsive media review experience," says Rory McGregor, product manager. "Users can now benefit from everything they enjoyed before—including centralized feedback cycles and interactive real-time review—but with the added advantage of a much more effortless workflow. We're excited to see what our users think as we advance our multifaceted media review ecosystem at ftrack."

Some of the new features in ftrack Review include:

- An all-new interface designed to make reviews more free-flowing
- Faster, more streamlined and responsive reviews with fewer clicks, even when reviewing larger projects with lots of guests and notes
- A newly designed feedback bar
- New toolbar features like ghosting, flip and flop, and resolution selection
- New features for the power user, including tools to manage reviews from within the player interface.

[See the complete list of features in ftrack Review's latest update](#)

ftrack Review's new features are planned to be implemented into ftrack Studio soon—ftrack's full production tracking, shot management, and media review platform

"The latest update to ftrack Review shows that ftrack has listened to our needs and quickly implemented much-valued new features," says John Valentine, ftrack/workflow coordinator at Blue Zoo Animation Studio, an animation studio known for producing children's television series, advertising commercials, and short films. "With a new, user-friendly UI, an intuitive design layout, and more emphasis on what's being reviewed, it has never been easier for ourselves or our clients to view, comment and review material, we at Blue Zoo are excited by what we've seen and what's coming next."

Introducing cineSync 5

cineSync 5 is built on the legacy of industry-leading cineSync, now reimagined and rebuilt from the ground up to meet the evolving demands of creative review and approval. cineSync 5 streamlines the media review process and supports more collaborative reviews—both local and remote—while still meeting the highest requirements across security and performance that cineSync users have come to expect over the last 17 years.

Some of the new features in cineSync 5 include:

- A new infrastructure designed to support faster, more responsive reviews
- Local review without a license via cineSync Play
- OTIO and OCIO v2 support
- Frame/image sequence playback and OpenEXR support
- Enhanced production tracking integrations with ftrack Studio and ShotGrid
- Localization support
- A new, modern UI

[See the complete list of features in cineSync 5](#)

"We're excited to share cineSync 5 with our cineSync Pro users so they can get a first taste of the future of cineSync," says Rory McGregor, product manager. "We've improved performance, added new features and workflows, updated our sync servers, and redesigned the UI. With these new features, we're ushering in a new generation for cineSync—one that will make our users' collaborative workflows more productive than ever before."

"cineSync 5 is a significant upgrade on an application that's already the best in class. The killer news was the totally overhauled comparison tool with single-key access to shots, interactive and customizable wipe-line, and 0-100% cross-fades," said Jake Morrison, VFX supervisor, *Thor Love & Thunder*. "Bonus points for being able to drag anywhere in the window to scrub back and forth with just a hotkey. I never knew I needed it, but now I use it all the time! Congrats to the cineSync team for an outstanding update to an already indispensable tool. They've clearly listened to their users – every new feature feels like it adds functionality. Grab it!"

Ftrack will showcase cineSync5 and the new ftrack Review later this month at the NAB Show in Las Vegas from April 23 to April 27.
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About ftrack
ftrack, a Backlight business, is the creator of ftrack Studio, cineSync, and ftrack Review, the Emmy and Academy Award-winning production tracking, interactive media review, and team collaboration platforms for the creative industries. ftrack's solutions are designed for producers, supervisors, artists, and pipeline developers and make it easy to seamlessly and securely collaborate with anyone, anywhere. Both ftrack's products and company ethos are founded on the core belief that success results from great teamwork. ftrack has built a talented global team that works with honesty, flexibility, and inclusivity and seeks to build a future where process disappears behind progress. ftrack was founded in 2012 and acquired by Backlight in 2021. ftrack is celebrating its 10th anniversary in 2022. To learn how ftrack is helping creatives meet the ever-increasing demands of creative workflows, please visit ftrack.com.

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