



da vinci

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FOR IMMEDIATE RELEASE

da Vinci First to Support Bright Systems' New BrightClip Data Recording Technology

da Vinci Systems to Integrate BrightClip in Digital Post-Production Tools

CORAL SPRINGS, Fla. — November 7, 2007 — da Vinci Systems, the leading developer of software tools for digital post-production, today announced company support for Bright Systems' BrightClip™ intelligent data recording technology.

Announced at IBC2007, BrightClip provides superior disk recording and playback of media within the digital post-production environment by overcoming the need for disk optimization. da Vinci plans to integrate its leading post-production systems, including the Resolve® digital mastering suite, Splice™ non-linear option for the da Vinci 2K, and Revival restoration system with the new BrightClip technology beginning with the next software releases.

"BrightClip will bring dramatic benefits to collaborative digital post-production workflows," said Bill Robertson, general manager at da Vinci Systems. "The task of disk optimization is one that frequently burdens facility managers with unscheduled and unproductive delays when media is moved between post-production systems. By integrating BrightClip into our product line, we can provide customers with increased stability and predictability when they are operating in a multi-process, media sharing environment."

BrightClip can be set up for use with applications either direct through API, or indirect through an administrative interface. With the API, an application developer has full access to all recording functionality within their application. Alternatively, if an application is not BrightClip-enabled, an administrator can set up or script tasks to create a

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BrightClip. BrightClip files appear as normal alongside regular project and other files, making their use entirely transparent.

“We are delighted that da Vinci Systems, one of our long term and closest business partners, has agreed to adopt our new BrightClip technology,” said Antony Harris, CEO, Bright Systems, Inc. “The quality of playback performance in disk-based systems is dominated by issues concerning recording quality. BrightClip eliminates the need to optimize media clips before they can be used – a process that is recognized by the digital post-production community as one of the biggest consumers of time. By working with da Vinci, we will be able to offer our mutual customers big improvements to their digital workflows.”

Bright will initially work with selected industry-leading developers like da Vinci Systems to integrate the new BrightClip data recording technology, and will make it available to all third party application software developers from Q1 2008.

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About da Vinci Systems[®], LLC

da Vinci Systems, a JDSU company, is the leading provider of color enhancement and image restoration products used in post-production facilities worldwide. Incorporating the company's Emmy[®] Award-winning technology, da Vinci's products support SDTV, HDTV, data, and digital film. Since the introduction of the company's first color corrector in 1984, da Vinci has been a front-runner in the field of image enhancement, shaping color enhancement into the vital role it holds in post-production today. The company is headquartered in Coral Springs, Fla., with offices in Los Angeles, New York, London, France, Germany, and Singapore.

About Bright Systems

Bright Systems was founded in 1999 to design and develop advanced infrastructure systems for data-intensive environments. Based in Reno, Nevada, a center associated with important milestones in the development of video disk recording, Bright Systems provides a range of extremely high-performance file servers capable of record/playback of real-time uncompressed video and data streams. With its unique expertise in advanced engineering and facility integration/workflow, Bright Systems is able to deliver a significant competitive edge to the post-production industry. www.4bright.com

The statements contained in this press release that are not purely historical are forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Act of 1934. Such forward-looking statements include, but

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are not limited to, any statement or implication that the products described in this press release (i) will be successfully introduced or marketed, (ii) will be qualified and purchased by our customers, or (iii) will perform to any particular specifications or performance or reliability standards. Such forward-looking statements involve risks and uncertainties that, if realized, could materially impair the Company's results of operations, business, and financial condition. These risks and uncertainties include, but are not limited to, (a) the failure of the products (i) to perform as expected without material defects, (ii) to be manufactured at acceptable

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volumes, yields, and cost, (iii) to be qualified and accepted by our customers, and (iv) to successfully compete with products offered by our competitors, and (b) factors discussed from time to time in reports filed by the Company with the Securities and Exchange Commission. The forward-looking statements contained in this news release are made as of the date hereof, and the Company does not assume any obligation to update or qualify any of the statements made herein. Source: JDSU.

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