



ARRI Announces Support for Bright Systems' New BrightClip Data Recording Technology

ARRI to Integrate BrightClip with ARRISCAN Film Scanner Range

Reno, Nevada, USA, February 21, 2008, www.4bright.com: Bright Systems, Inc., developer of disk recording and data infrastructure technology, is today announcing that ARRI Film &TV, a leading supplier to the film and TV industry, will be supporting Bright's BrightClip™ intelligent data recording technology. ARRI will integrate BrightClip with its ARRISCAN film scanner range.

BrightClip provides superior disk recording and playback of media within the digital post-production environment by overcoming the need for disk optimization. As media is moved between the different processes of a post-production workflow, BrightClip employs advanced, highly sophisticated technology to ensure it is laid out logically on to the disks, thus maximizing performance. Designed specifically for digital post-production and DI workflows where multiple processes are the norm, BrightClip enables customers to achieve increased stability, better use of resources and faster project turn-around times.

"BrightClip provides a much needed solution to the problem of disk optimization which causes significant down-time and unproductive delays in digital file-based workflows," said Jens Rumberg, Project Leader ARRISCAN, ARRI Munich. "By integrating BrightClip into our products, our customers will experience dramatic benefits by eliminating the need to optimize media before it can be used. BrightClip is proven to produce phenomenal improvements to digital workflows that will be much welcomed by the post community as a whole."

ARRI and Bright Systems already work as partners, achieving tight integration between the BrightDrive shareable media store and the ARRISCAN film scanner which are installed in facilities world wide providing powerful, highly collaborative media sharing workflows for DI and commercial film projects.

"We are delighted that ARRI will be adopting our new BrightClip technology into its range of ARRIScan products," said Antony Harris, CEO, Bright Systems, Inc. "The ARRI name has long been associated



with the highest quality of products and we look forward to extending our relationship with the ARRI team and combining our knowledge and experience of digital processes to the benefit of our mutual customers.”

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 the dynamic pre-allocation functionality within their application. Alternatively, if an application is not BrightClip-enabled, an administrator can set up a watch folder to utilize the BrightClip recording technology. BrightClip files appear as normal alongside regular project and other files, making their use entirely transparent.

Announced at IBC 2007, the new BrightClip data recording technology has already been endorsed by da Vinci Systems and Thomson. Bright will make it available to all third party application software developers during the course of 2008.

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About ARRI

Located in Munich, Germany, Arnold and Richter Cine Technik (A&R) was founded in 1917 and is the largest manufacturer of professional motion picture equipment in the world. In 2001, ARRI was restructured and converted into a closely-held corporation. The company is involved in all aspects of the film industry: engineering, design, manufacturing, production, visual effects, postproduction, equipment rental and laboratory services (film and sound). Manufactured products and technologies include camera systems for 16mm, 35mm, 65mm film, high definition digital video, location and studio lighting fixtures, digital imaging systems like the ARRISCAN and ARRILASER, color management and more. These products and services are offered through a network of subsidiary companies, agents and representatives worldwide. www.arri.com

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

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