



Bright Systems Appoints New Marketing Manager

Reno, USA, March 15, 2010, www.brightsystems.com: Bright Systems, Inc., developer of advanced file management technology for media, has appointed Catrin Beck as its new Marketing Manager. Beck takes up her new role immediately based in Bright's head office in Reno, Nevada.

Having started her career in television production 20 years ago, Beck brings considerable marketing and business experience to Bright's marketing team. She has held managing director positions in Germany with Magic Video and Das Werk; has served as board member with MAX Alliance, the international holding company of DAS WERK AG; and has experience working as a freelance producer based in New York. Beck also ran her own business consultancy company for seven years, representing a range of media-based clients including ARRI Digital.

"We are extremely delighted to welcome Catrin to the Bright Systems' marketing team and look forward to benefitting from her considerable experience and contacts as we move forward to NAB," said Kathy Weidman, President, Bright Systems, Inc.

"I am very excited to be joining Bright Systems," said Catrin Beck, Marketing Manager, Bright Systems, Inc. "I look forward to assisting Bright in bringing its technology and professional services to the international media community as well as exploring additional outlets to reach wider markets."

As Marketing Manager, Beck will be responsible for planning and driving marketing campaigns to help deliver the company's range of file management products through new and existing sales channels. She will also work closely with Bright's sales team and business partners, and provide creative input to pre-sales support and marketing initiatives.

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About Bright

Bright Systems, Inc. was founded in 1999 to address the emerging and highly technical demands of file management in the professional media and entertainment industry. Its investment and commitment to core research and development has produced a portfolio of file server (SAN/NAS), file management, and portable disk solutions and services that delivers the highest possible levels of stability and efficiency to media file-based operations looking to achieve a significant competitive advantage. Bright's products and services can be tailored to customers' requirements and are supported by one of the most experienced integration and service teams in the industry. Bright collaborates with many industry leading application providers and works closely



with a global network of channel partners, resellers and other technology suppliers to support best-of-breed integrated file-based infrastructure solutions. Bright's philosophy: Do more with less! Head Office: 5301 Longley Lane D157, Reno, Nevada, USA. t: +1 775 824 8520 www.brightsystems.com

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