



NAB 2009 Preview News
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Bright Systems' booth: SL13010

Bright Debuts BrightDrive™ G² File-Based Recording System with BrightClip® Recording Technology at NAB 2009

Reno, Nevada, USA, March 2, 2009, www.4bright.com: Bright Systems, Inc., developer of disk recording and data infrastructure technology, will be debuting its next generation BrightDrive™ G² File-Based Recording System incorporated with the company's breakthrough BrightClip® Recording Technology at NAB 2009. Designed specifically to address the performance stability simply not found in conventional IT approaches, BrightDrive G² allows creative talent to remain focused on the client experience and requirements while satisfying unprecedented operational efficiency and predictability.

BrightDrive G² is compatible with all leading file-based media applications and file formats, and supports a wide variety of file-based workflows including commercials, animation, DI, dailies and VFX. Further efficiency gains are made with the BrightClip Accelerator API now supported by many of the industry's leading post applications from companies including Digital Film Technologies, da Vinci, LaserGraphics, FilmLight, ARRI, and DVC/Drastic.

"BrightDrive G² with BrightClip truly delivers the first high performance data infrastructure built for media," said Antony Harris, CEO, Bright Systems, Inc. "The new functionality enables customers to achieve the best possible client and operator experience with best of breed applications at the lowest total operational cost."

BrightClip permanently overcomes the limitations of IT-oriented approaches such as NAS and SAN where media files become naturally "randomized" during the course of normal production operations. This randomization causes erratic and degrading system performance, frequently bringing projects to a standstill and adversely affecting revenues and facility reputation.

The new technology delivers real business-level benefits and outstanding workflow efficiencies by eliminating the need for localized storage and eradicating lengthy and unpredictable performance maintenance routines required to restore production-quality operations.

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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 centre associated with important milestones in the development of video-disk recording, Bright Systems provides a range of extremely high-performance file-based recording systems 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.

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