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Bright Systems' stand: 7.J39

Pre-show News

BrightClip Intelligent Data Recording Technology Integrated with Range of Best of Breed Digital Film Systems at IBC 2008

Reno, USA, July 16, 2008, www.4bright.com: Bright Systems, Inc., developer of disk recording and data infrastructure technology, has announced that its new BrightClip intelligent data recording technology will be demonstrated at IBC 2008 integrated with a range of best of breed digital film systems. BrightClip, which made its debut at IBC last year, has now been integrated by leading manufacturers into their products, offering extensive cost-saving and efficiency benefits to post facilities world wide.

BrightClip provides superior disk recording and media playback by overcoming the need for disk optimization which is caused when media is recorded randomly as it moves between postproduction processes. BrightClip employs advanced, highly sophisticated technology to ensure media is laid out logically onto the disks. Designed specifically for the film and video industry where multiple processes are the norm, BrightClip is a major new technology, enabling customers to achieve increased stability, better use of resources and faster project turn-around times.

“BrightClip brings dramatic benefits to collaborative digital postproduction workflows,” said Bill Robertson, general manager at da Vinci Systems. “The task of disk optimization is a burden to facilities. By integrating BrightClip into our product line, we are providing customers with increased predictability and performance.”

“No other system guarantees that file sequences and media streams are laid down in the most optimal pattern, or that multiple writers will not cause data to become interleaved, causing systems to slow down and stop working efficiently,” said James Brooks, Development Manager, Drastic Technologies. “Before BrightClip, systems had to be 'kludged' together with multiple storage pools, paper access systems – and a lot of waiting. With BrightClip, everything can run into the system as fast as the operators can ingest it.”

“The uptake from leading software developers to integrate BrightClip with their products has been extremely positive, demonstrating that Bright is regarded as a true innovator in the design and development of pioneering solutions that bring real benefits to the digital community,” said Antony Harris, CEO, Bright Systems, Inc.



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.

ENDS

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 Drastic Technologies

Drastic Technologies Ltd, founded in 1991, is a major industry provider of products for digital media capture, control, conversion and delivery. These products are sold as software only applications or as part of a complete DDR solution built and certified by Drastic. Drastic's head office is located in Toronto, Ontario, Canada. Drastic Technologies Ltd has resellers and distributors operating in the USA, Canada, Europe, Australia, and Asia.

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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