



## **Bright Systems Announces Six New Business Partners for BrightDrive Shareable Media Store**

**Reno, Nevada, USA, March 3, 2008**, [www.4bright.com](http://www.4bright.com): Bright Systems, Inc., developer of disk recording and data infrastructure technology, has appointed six new business partners in response to continued growth in sales of its BrightDrive shareable media store across Europe, the Middle East and Africa.

Dreamwalks in Frankfurt, Munich and Hamburg, Germany, will develop Bright's sales channels in Germany, Austria and Switzerland and will also provide a range of support and integration services. "Bright has earned the trust of the postproduction community through their highly advanced media sharing technology," said Patric Breuer, managing director, Dreamwalks. "They also have a thorough understanding of the challenges faced in digital post. We look forward to working with Bright and introducing to our customers the many benefits of working in a collaborative environment."

In Bratislava, Slovakia, Boneheadz AS becomes a Bright business partner. They will cover Eastern Europe and Russia representing all Bright Systems' products. Boneheadz is an Autodesk master distributor in its region and represents many of the leading manufacturers of postproduction systems. They specialise in channel sales as well as systems integration for high-end film, HDTV and video. The company has previous experience of infrastructure products but has switched to BrightDrive to better meet local demand for high performance, real-time functionality. With its head office in Bratislava and subsidiaries in Moscow and Warsaw, Boneheadz will represent Bright by direct sales as well as through its channel partners in other EU countries.

ComboSys, based in Helsinki, Finland, will represent Bright Systems' product range in the Finnish digital post industry. In Italy, Bright gains the services of Video Progetti. With offices in Milan and Rome, Video Progetti supplies leading-edge technology for television, cinema and telecommunications companies and prides itself on its integration and support services. Spanish company, Prodmind, Madrid, will help develop Bright's sales channel in Spain, Portugal and South America, and has just won its first BrightDrive order from one of Spain's largest postproduction houses, Telson in Madrid.

With offices in Cape Town and Johannesburg, South Africa, Touchvision Digital Media Solutions will also help Bright to introduce its product range to new territories across the African continent. Touchvision is a major supplier to post facilities in Africa and has acquired a wide experience of digital postproduction technology.

"We are delighted that so many important suppliers have added BrightDrive to their product portfolios and we look forward to working with them," said Peter Lambert, VP worldwide



sales and marketing. “BrightDrive continues to be the media sharing infrastructure of choice for leading digital post facilities in Europe, the Middle East and Africa, as well as in the US and Asia. This is proven by our continued success in reaching new customers. Many of these companies look to BrightDrive purely based on the experience of our longer standing customers who are happy to recommend our technology.”

Bright will continue to develop its core product intelligence as the market takes on new challenges and will also continue to offer a complete range of first-class customer care services through local business partners and from its head and regional offices.

## **ENDS**

### **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 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](http://www.4bright.com)

Contacts:

[lynne@mediacommerce.tv](mailto:lynne@mediacommerce.tv)

PR and Marketing,  
Bright Systems, Inc.

t: +44 7909 575932