



IBC 2007, RAI Congress Centre
Amsterdam, September 7 – 11, 2007
Bright Systems on stand: 7.801
and with da Vinci Systems on stand: 7.330

Bright Launches BrightClip Intelligent Data Recording Technology at IBC 2007

Bright Makes New Data Recording Technology Available to Third Party Digital Post Applications

Amsterdam, September 7, 2007, www.4bright.com: Bright Systems, Inc., developer of disk recording and data infrastructure technology, is launching BrightClip, a new intelligent data recording technology, at IBC 2007. Part of the BrightDrive family of shareable media products, BrightClip provides superior disk recording and playback of media within the digital postproduction environment by overcoming the need for disk optimization that frequently burdens facility managers with protracted and often unscheduled downtime. In doing so, BrightClip brings unprecedented stability and predictability to workflows and thereby to critical project delivery dates.

Bright will make its new BrightClip data recording technology available to third party application software developers from Q1 2008, but will make it available immediately to a limited selection of developers. The Company has already entered the early stages of negotiations with potential BrightClip partners. A further announcement to this effect is imminent.

“BrightClip eliminates the need to optimize media clips before they can be used – a process that is recognized as one of the biggest consumers of time in the digital postproduction environment,” said Antony Harris, CEO, Bright Systems, Inc. “The quality of playback performance in disk-based systems is dominated by issues concerning recording quality: the difference between a properly recorded clip and an arbitrarily recorded clip can be shown to degrade by as much as 90% on the same underlying hardware.”



He continues: "Loss of performance with arbitrary recording is inconsistent and can lead to many hours being spent on unscheduled optimizing tasks before work can continue. Consequently, project delivery dates may be missed. BrightClip is an exciting new development that delivers a powerful, cost-effective solution to this problem and further establishes Bright Systems as the leading developer of disk recording technology."

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 all recording functionality within their application. Alternatively, if an application is not BrightClip-enabled, an administrator can set up or script tasks to create a BrightClip. BrightClip files appear as normal alongside regular project and other files, making their use entirely transparent.

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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 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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