



IBC 2007, RAI Congress Centre  
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Bright Systems on stand: 7.801  
and with da Vinci Systems on stand: 7.330

## **Bright Systems Launches BrightDrive TxP at IBC 2007 Bringing Major Cost Savings to Digital Film Processes**

### **New Portable Drives Cut Ingest/Offload Times for Data Deliverables**

**Amsterdam, September 7, 2007**, [www.4bright.com](http://www.4bright.com): Bright Systems, Inc., developer of disk recording and infrastructure technology, is launching BrightDrive TxP, a new secure, high speed, high capacity portable drive system, at IBC 2007. With the ability to hold and offload data at speeds up to 20 times greater than standard Firewire and USB, BrightDrive TxP brings major cost savings to all digital workflows involving large volumes of data, by dramatically cutting media transfer times.

BrightDrive TxP uses Bright Systems' BrightDrive advanced disk recording technology to provide significant advantages over film, tape, Firewire and USB drives. Users are able to transfer media at real-time 2k, or 300 MB per second, enabling them, for example, to back off or upload a 2-hour motion picture in approximately 2 hours instead of the normal laboriously long times currently required.

"BrightDrive TxP represents a major new technology for the motion film and digital post industry," said Homer Carter, CTO, Bright Systems, Inc. "It has been developed in close consultation with some of our largest digital film customers, and incorporates highly sophisticated media storage and server intelligence. These factors have enabled us to bring to market a solution that promises to have a big impact on the way our customers operate. What's more, we are able to offer BrightDrive TxP at a price point that makes it an attractive and accessible 'must-have' solution for all facilities."

In addition to offering fast download speeds, BrightDrive TxP uses Bright's Data Integrity technology to perform automatic checking and verification of the data set at the final destination to ensure end-to-end integrity. It also minimizes time spent 'transporting' data between disparate systems when ingesting and offloading.



Each BrightDrive TxP chassis can hold 4 transportable drive capsules each with a 1.5 terabyte capacity, enabling users to ingest or offload up to 2 full-length motion pictures at a time. The system has a compact, high-tech construction with the drives specifically designed to ensure media can be shipped in a safe and secure environment between remote locations.

### **Availability**

First demonstrated at NAB 2007, BrightDrive TxP will begin shipping September 2007 and will be available from Bright Systems and from the Company's worldwide network of business partners.

### **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)

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