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Bright Systems on stand: 7.801
and with da Vinci Systems on stand: 7.330

Post-Production Facilities in Europe Endorse Benefits of BrightDrive Media Sharing

Amsterdam, September 7, 2007, www.4bright.com: Bright Systems, Inc., developer of disk recording and data infrastructure technology, has announced that many of its customers in Europe are upgrading or expanding their BrightDrive shareable media stores, thus demonstrating an impressive show of confidence in the benefits that can be achieved in post-production workflow through the adoption of a reliable, high performance collaborative media sharing infrastructure.

LipSync in London, UK, CinePostproduction in Berlin, Germany, Swiss International in Stockholm, Sweden, and Chimney Pot in Oslo, Norway, are just some of the post-production facilities located in Europe that have recently completed or are in the process of completing significant upgrades to their existing BrightDrive infrastructures.

LipSync in London was one of the first facilities in Europe to install a BrightDrive system. They are currently upgrading by adding a BrightDrive GigE Expansion Interface which will give them 4 additional Ethernet ports and a further 27 TB of nearline storage.

“We have become much busier since we first installed BrightDrive and now need to expand our media sharing capacity in response to our increased workload,” said Norman Merry, Managing Director, LipSync. “Because BrightDrive is based on scalable technology, we can easily add to the system without interrupting our schedules. It has performed consistently well from day one and has enabled us to achieve a highly efficient and collaborative workflow for our DI processes.”

Swiss International AB, in Stockholm, has been using BrightDrive for 18 months during which they have moved their post-production workflow from a non-real-time environment to an interactive collaborative workflow where real-time and non real-time applications are tightly integrated across different hardware platforms.

Erik Holmedal, Executive Producer at Swiss International explains why they have now upgraded: “Having had much success with BrightDrive’s ability to share media across Ethernet and Fibre Channel, we have upgraded our facility to a higher capacity BrightDrive system and added an extra 4.8TB of online storage which will enable us to move more of our post-production processes into a real-time environment. Since we began using BrightDrive we have been able to significantly speed up the flow of work



between the various post-production stages by enabling operators to share media concurrently. Operators can see each other's work as changes are made in real-time. BrightDrive has reduced our average 'time to completion' and enabled us to greatly improve data handling."

The Chimney Pot Group, one of Europe's foremost post-production enterprises, purchased three BrightDrive shared media systems for its facilities in Stockholm, Oslo and Moscow, in June 2006. They have upgraded their system in Oslo where media is shared between two Digital Vision Film Master's, Flame, Smoke and a Data Conform.

"Bright Systems has been an outstanding company to work with," said Bjorn Brudeli, Technical Manager for the Chimney Pot Group. "They provide excellent support services for all our facilities through their local support engineer and via ERA, their business partner in Europe. Their technology is highly reliable with BrightDrive enabling us to achieve significant improvements in the way we work. In Oslo, where the majority of projects involve data-intensive grading, onlining and visual effects, we needed to upgrade in order to add more users to our media sharing environment."

The BrightDrive family of resolution-independent shared media systems uses pioneering advances in infrastructure technology to set new standards in collaborative digital media sharing, content delivery and workflow efficiencies by allowing concurrent users simultaneous access to files across multiple platforms and in any format to 4k and beyond.

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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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