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For Immediate Release

da Vinci Seminar Series on Integrating DI Workflows to Open in New York City

Demonstrations to include da Vinci Resolve® with BrightDrive® shareable media store and an ARRISCAN® film scanner

CORAL SPRINGS, Fla. – Oct. 30, 2007 – da Vinci Systems today announced it will conduct a product seminar focused on optimizing digital intermediate (DI) workflows by closely integrating scanning, media sharing, and color grading. The seminar will be held at PowPix! studios in Manhattan on Wednesday, Nov. 7 and Thursday, Nov. 8. da Vinci will host additional product seminars in Toronto the week of 26th November, and London, Los Angeles, and Munich in early 2008.

Featured will be the da Vinci Resolve® digital mastering suite, working in conjunction with Bright Systems' BrightDrive® shareable media store, and an ARRISCAN® film scanner using da Vinci-ARRI Exchange protocol (DAE). Bob Caniglia, Eastern North America regional sales manager for da Vinci, will be on hand to discuss the latest product applications and offer insight on current DI trends.

The da Vinci Resolve offers speed and flexibility for high-volume, real-time throughput of nonlinear image processing in film, television, and commercial applications. Working with ARRI, da Vinci has developed a file-exchange protocol to integrate the ARRISCAN film scanner with the Resolve. The new protocol helps eliminate delay, confusion, and duplication of effort in a post-production facility by ensuring that only required materials are scanned, and by making file names and directories consistent.

da Vinci and Bright Systems together offer a turnkey DI system that combines the da Vinci Resolve and BrightDrive shareable media store, enabling customers to take

More

advantage of a unified workflow in the knowledge that these best-of-breed systems are integrated seamlessly for maximum performance and reliability.

Demonstrations will be offered from 10 am to 6 pm Wednesday and from 10 am to 5 pm Thursday. In addition, da Vinci will also host an open house on Thursday from 6 pm – 8 pm. Pow!Pix is located at 44 E. 32nd St., 10th floor and appointments can be scheduled by contacting Bob Caniglia at (856) 235-9927 or by email at bobc@davsys.com.

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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 worldwide.