



## SingTel mio TV Chooses BrightDrive Media Recording System for New IPTV Service

**Reno, NV, March 31, 2008, [www.4bright.com](http://www.4bright.com):** Bright Systems, Inc., developer of file server and infrastructure technology for the post production industry, has announced that Singapore Telecommunications Limited (SingTel), Asia's leading communications group and Singapore's largest IPTV service provider, has purchased a BrightDrive media recording system. The new system will provide the primary workflow infrastructure for a new data-centric postproduction facility for SingTel's IPTV service, mio TV.

BrightDrive's media sharing technology is central to the facility's new tapeless postproduction workflow. SD or HD source tapes are captured into BrightDrive using dedicated ingest stations. A range of systems, including 11 Final Cut Pro/Kona systems, are able to access multiple real-time streams of 2k media simultaneously across the network. This allows processes such as editing and encoding to take place at the same time. The final encoded files are pushed across to mio TV's streaming servers.

"mio TV requires a very intensive, high turn-around postproduction operation with tight integration between the various systems," said Kevin Liow, Senior Manager, Video Operations (IPTV & Content), SingTel. "We chose BrightDrive because of its proven technology and its ability to provide high performance media sharing across different hardware and software platforms. By enabling our colleagues to work in a range of formats and share content in a collaborative data-centric environment, BrightDrive enables us to achieve a high degree of flexibility from our postproduction facilities and maximize output without compromising quality. In addition, Bright Systems already has several installations in SE Asia and has established a reputation for giving customers first-class services."

SingTel mio TV's BrightDrive is being installed and supported by The Media Village, Bright Systems' business partner for SE Asia.

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#### About SingTel

SingTel is Asia's leading communications group with operations and investments around the world. Serving both the corporate and consumer markets, it is committed to bringing the best of global communications to customers in the Asia Pacific and beyond. With significant operations in Singapore and Australia (through wholly-owned subsidiary SingTel Optus), the Group provides a comprehensive portfolio of services that include voice and data services over fixed, wireless and Internet platforms.

To serve the needs of multi-national corporations, SingTel has a network of 37 offices in 19 countries and territories throughout Asia Pacific, Europe and the United States. These offices enable SingTel to deliver reliable and quality network solutions to its customers, either on its own or jointly with local partners. The



Group also has major investments in Bangladesh, India, Indonesia, Pakistan, the Philippines and Thailand. Together with its regional partners, SingTel is Asia's largest multi-market mobile operator, serving about 172 million customers in eight markets. SingTel employs more than 19,000 people worldwide and had a turnover of S\$13.15 billion (US\$8.40 billion) and net profit after tax of S\$3.78 billion (US\$2.42 billion) for the year ended 31 March 2007. More information can be found @ [www.singtel.com](http://www.singtel.com) and [www.optus.com.au](http://www.optus.com.au).

### **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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