



India's Leading Entertainment Company, Shemaroo, Installs BrightDrive Shared Media System

BrightDrive Provides Infrastructure for New Film Restoration and DVD Mastering Workflows

Reno, NV, January 19, 2007, www.4bright.com: Bright Systems, Inc., developer of file server and infrastructure technology for the post production industry, has announced that Shemaroo Entertainment Pvt. Ltd., a leading entertainment company based in India, has purchased a high capacity BrightDrive media sharing system. BrightDrive will provide Shemaroo's Studio Services Division with a complete media sharing infrastructure tailored specifically for its new film restoration and DVD authoring / mastering facilities for theatrical releases located in its Mumbai offices.

Shemaroo Studio Services has recently completed a redesign of its digital post facility with the objective of creating new high level working standards for DVD authoring, mastering and picture and audio restoration services. By using the BrightDrive infrastructure, all operators share media simultaneously between a range of DI and digital post applications including a Thomson Shadow Telecine and Spirit 4K, a Thomson Bones Transfer Engine, a daVinci 2K color corrector, 3 daVinci Revival restoration systems, a Discreet Smoke, 2 Digital Vision Film Masters, a DVFS 1000 HD-DVNR, DVD/VCD encoding and authoring rooms, linear and Final Cut Pro Nonlinear editing, and a range of graphics systems.

"By housing all post-production services in a single multi-user, multi-functional environment, we can offer clients a more streamlined experience with enhanced opportunity for creativity and accelerated time to completion," said Hemant Karani, Vice-President-Studio, Shemaroo. "BrightDrive's powerful media sharing capabilities are a fundamental part of our new facility and bring a higher level of flexibility and performance to the way we work. By sharing media concurrently, operators can work on the same files at the same time. While one team works on film restoration, another can be using the same files for color grading or any other DI service."

The BrightDrive media sharing system enables Shemaroo to scan images in any resolution and make them immediately available for processing. The high level of flexibility provided by the BrightDrive infrastructure allows operators to perform DI and postproduction tasks simultaneously or in any order to achieve maximum productivity. BrightDrive also streamlines Shemaroo's HD 4:2:2 and 4:4:4 remastering, archiving and video to film transfer workflows.



Shemaroo chose BrightDrive after consulting with leading digital post companies from other countries and taking their experiences with SAN (shared area network) technology into consideration. "We have designed our workflow using best of breed systems and advice from other facilities, without discarding or compromising the demanding requirements of our Indian environment," concluded Hemant Karani.

Cineom, Bright Systems' reseller for India was responsible for overseeing Shemaroo's BrightDrive purchase and installation and will also provide technical support and post-sales services.

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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

About Shemaroo

Shemaroo, a pioneer in the business of home entertainment, has been in the industry for more than 40 years. Shemaroo has today emerged as one of the largest film content houses owning a large catalog of more than 1000 titles for distribution in the media such as satellite television, cable, home video, terrestrial television and the like. From VHS (video), progressing to the now popular and economical VCD format and further moving towards DVD (Digital Versatile Disc), Shemaroo has kept pace with cutting edge technology. At the same time, Shemaroo has always emphasized on maintaining high technical and quality standards. Shemaroo VCDs & DVDs are digitally mastered from the original films at its own in-house post-production facility, that delivers in the international standards such as DVD9 and 'wide-screen anamorphic' formats. For further information, please visit www.shemaroo.com

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