



Bright Systems Names Oliver Au as European Sales Manager



Reno, Nevada, January 24, 2007, www.4bright.com: Bright Systems, Inc., developer of file server and media sharing technology for the film and postproduction industry, is today announcing the appointment of Oliver Au as European Sales Manager. Au will be responsible for developing the sales channel for Bright Systems' BrightDrive range of media sharing systems across the DI and digital post markets in Europe.

Au joins Bright Systems from Storaxx, a leading supplier of digital solutions to the European postproduction industry, where he held the position of sales manager.

Bright Systems has experienced new growth in demand from facilities worldwide for systems based on data-centric infrastructure technology that bring the benefits and efficiencies of media sharing to their digital postproduction workflows. In Europe, interest in BrightDrive, particularly from facilities in the north, is high, with recent installations completed at The Chimney Pot in Norway, Sweden and Russia, Digital Film in Finland, CinePostproduction at Geyer Berlin, and Swiss International in Sweden.

"BrightDrive is well established in the US and has more recently gained acceptance in Europe, the Middle East and Asia," said Peter Lambert, VP Worldwide Sales and Marketing, Bright Systems, Inc. "Oliver's knowledge of the European digital post market processes will enable him to make important contributions to our business. We very pleased to welcome him to Bright Systems."

BrightDrive enables operators across the range of digital post processes, including dust-busting, color correction, creative editorial, visual effects, high-end finishing, DI, digital restoration and DVD authoring, to access and work on the same media files simultaneously with high speed delivery at resolutions up to 4k.

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

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