



Bright Partners ERA Following Increased Demand for BrightDrive Media Sharing Across Northern Europe

Reno, Nevada, USA, March 5, 2007, www.4bright.com: Bright Systems, Inc., developer of file server and infrastructure technology for the post production industry, is today announcing the addition of London-based specialist IT provider, ERA, to its worldwide network of resellers. ERA will supply and support Bright Systems' BrightDrive range of media sharing systems to customers across Northern Europe.

Bright Systems is currently experiencing considerable success in Northern Europe having recently announced a number of new BrightDrive sales in Norway, Sweden and Russia at The Chimney Pot; in Finland at Digital Film; in Germany at Geyer; and in Sweden at Swiss International. Last month they also created the new position of European Sales Manager with the appointment of Oliver Au. By partnering ERA, Bright will further enhance its position in Europe by strengthening its resources to respond to increased interest in its products.

"With post production companies continuing to realize the benefits of data-centric workflows, we making significant achievements with BrightDrive media sharing systems on a global scale," said Peter Lambert, VP Worldwide Sales, Bright Systems, Inc. "Northern Europe is a particularly strong growth area for us and we are therefore delighted to gain the extensive services of ERA. With our new partnership in place, we will greatly increase our sales and marketing activities in Northern Europe, and reinforce local support services to benefit our expanding customer base in this area."

"This is an exciting partnership for ERA as it will enable us to offer our customers all the powerful functionality that BrightDrive brings to the table, combined with our proven record in delivering and supporting complex disk storage installations. With Bright, all the options are covered," said Richard Hayter-Gare, Bright Systems Sales Co-coordinator for ERA.

Established in 1998, ERA has become an authority on infrastructure systems for DI and digital film companies. By working closely with leading manufacturers and post production companies, they have gained an in depth understanding of how infrastructure technologies can be applied to digital workflows to achieve maximum efficiencies. In addition to developing sales and marketing activities for BrightDrive, ERA will also provide a full range of after-sales services, including installation, training and 24-hour technical support.

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

About ERA

ERA is a leading provider of IT infrastructure solutions to creative and visual computing professionals. A reseller of the most advanced technologies from industry-leading products and manufactures, including Workstations, Render, RAID protected Disk Storage, Switches and HBA's, NAS, SAN, Back Up/Software, Auto Libraries and 3D software, ERA offer solutions that will maximize data workflow. Comprehensive solutions are backed up with the exceptional levels of service and support. ERA is based in Central London, on the doorstep of the postproduction and broadcast industries. www.eralondon.co.uk

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