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Bright Systems' booth: SU6430

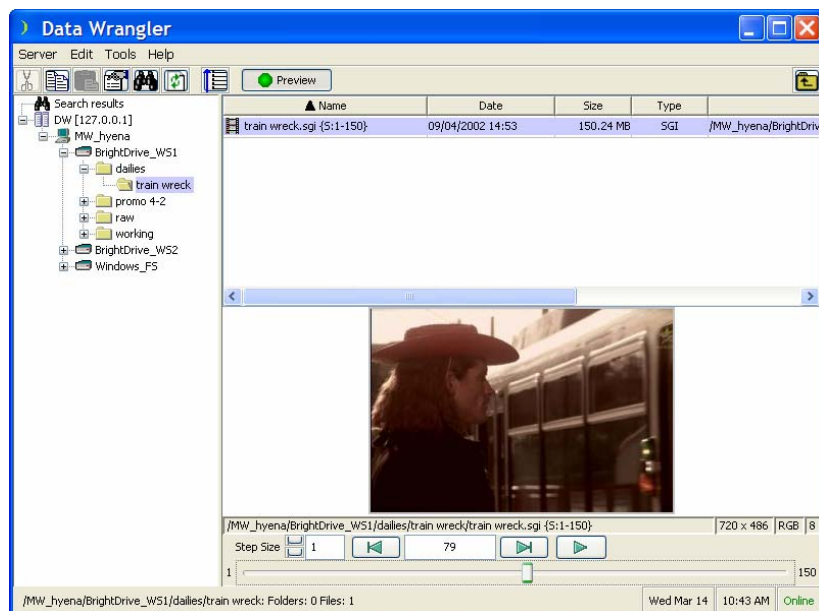
Bright Systems Demonstrates Major New Usability Features and Enhancements for BrightDrive Shareable Media Store at NAB 2007

Reno, NV, March 30, 2007, www.4bright.com: Bright Systems, Inc., developer of media server and infrastructure technology for the post production industry, will be demonstrating major new usability features and enhancements for the BrightDrive shareable media store at NAB 2007, including new Data Wrangler, Data Optimizer and Data Mover software modules - designed to facilitate the management and improve the performance of BrightDrive's media sharing capabilities by maintaining efficient use of workspaces.

“The global postproduction industry now recognizes the benefits of BrightDrive's advanced media sharing capabilities for DI and post applications,” said Antony Harris, CEO, Bright Systems, Inc. “At NAB 2007, we will be showing new highly refined software options that bring an increased level of usability to our products and further highlight BrightDrive as a mature, feature-rich technology.”

Data Wrangler, Bright's data management

software, will be demonstrated with a new set of graphical tools available to operators from within a single, simple to use interface for browsing, searching and previewing media. The new graphical tools will also facilitate the management of folders and sequences on the BrightDrive infrastructure. Data Wrangler has been





extended to include the Data Mover and Data Optimizer modules, making it a more powerful and easier to use facility for all staff, including non-technical operators.

For the first time at NAB, Bright Systems will be demonstrating its Data Optimizer and Data Mover modules with a new universal algorithm developed to improved workspace management through advancements in optimization intelligence. Data Optimizer identifies media within any data set, including single clips, and analyzes its physical characteristics. Images are re-laid out, if necessary, in the most logical and intelligent order for optimal playback. Data Mover simplifies the movement of image files between BrightDrive's shareable workspaces, and between BrightDrive and remote workstations with direct attached storage (DAS). By using of Bright's enhanced image-aware technology, Data Mover is able to recognize the characteristics of image files, and manage them intelligently to provide optimal system performance. Enhanced bandwidth management technology is included, and a folder-watch function that automatically 'watches' for new files rather than having to be initiated manually.

Finally, Bright Systems will be demonstrating BDI-SDI, a new interface for ingesting and laying off data in multiple video formats including HSDL, HD444/422 and SD. This new feature bridges the gap between data centric workflows and previously existing legacy workflows, thereby providing facilities with increased flexibility and choice in their post-production processes. BDI-SDI works in master or slave mode allowing operators to use images as if they were interior files in a DDR.

From May 2007, all BrightDrive systems will include the new Data Wrangler, Data Optimizer and Data Mover modules, and secure, remote distributed system diagnostics to ensure reliable, consistent and uninterrupted system performance. BrightDrive products are fully scalable to meet all DI and post applications, and can be integrated easily with existing infrastructures. Bright Systems offers a simple migration path from video-centric workflow requiring minimum or no operator retraining.

BrightDrive BDI-SDI will begin shipping at NAB 2007. The new Data Wrangler, Data Optimizer and Data Mover modules will begin shipping in May 2007. All products will be available direct from Bright Systems and from Bright's international network of resellers and business partners.

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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