



NAB 2006, 24 – 27 April 2006, Las Vegas
Bright Systems booths:
#SL517 with Digital Vision
#SL3800 with MTI Film

Bright Wins First Sale in SE Asia

New Post and VFX Facility, LARGER THAN LIFE, Manila, Chooses BrightDrive For Data-Centric DI Workflow

Las Vegas, April 24, 2006, www.4bright.com: Bright Systems, Inc., a leading developer of file server and infrastructure technology for the post production industry, has made its first sale into south-east Asia by winning an order from the Philippines' newest VFX and post facility, LARGER THAN LIFE, for its BrightDrive media sharing system. BrightDrive will provide the infrastructure for LARGER THAN LIFE's new DI facility in Manila.

The sale was made through Bright Systems' business partner for south-east Asia, The Media Village, who will also carry out installation, and provide training and support services.

The new BrightDrive infrastructure will have an initial capacity of 11 TB, enabling media to be shared between LARGER THAN LIFE's 6 Final Cut Pro (FCP) editing systems, a Digital Vision Film Master finishing system, 16 animation and VFX HP XW9300 workstations running Alias and Maya, and 20 render nodes. Each operator will be able to work on the same media simultaneously while also seeing each other's work in realtime, irrespective of which system they are using.

"We are very excited about the benefits we can expect from BrightDrive for our digital pipeline," said Marcus Ng, President and CEO, LARGER THAN LIFE. "The system has the bandwidth we need for our data-centric workflow and is based on proven, high-performance architecture for optimized speed and reliability."

LARGER THAN LIFE provides editing, animation, visual effects, color grading and multi-format mastering for local feature films, television episodics and commercials. The facility is fully HD-enabled and uses Final Cut Pro systems as its primary editing workstations. Final EDLs are sent to Film Master for conforming, color correction and mastering. With all the workstations connected via BrightDrive, VFX, graphics and animations can be prepared and added at any time during the process. This will bring a new level of flexibility to the post pipeline, and also increase productivity as the operators will be able to begin working on the same media concurrently without the need to wait for each other to finish.



LARGER THAN LIFE will put BrightDrive to use immediately for post production on 4 full-length feature films for its sister production company, Reality Entertainment. Reality has also awarded LARGER THAN LIFE all post and effects work for a new 60-episode VFX-intensive television series.

The BrightDrive family of high performance, resolution-independent DDR-grade shared media systems uses pioneering advances in infrastructure technology to set new standards in collaborative digital media sharing, content delivery and workflow efficiencies by allowing concurrent users simultaneous access to files across multiple platforms and in any format to 4k and beyond.

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 The Media Village

Based in Singapore, The Media Village Pte Ltd is a leading system integrator for digital post production and digital intermediate solutions throughout Southeast Asia. Founded in 2000, Media|V represents some of the industry's leading manufacturers, including Digital Vision, Nucoda, Bright Systems and Imagica Corporation. www.mediav.com.sg

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