



Broadcast Asia 2007, Singapore Expo  
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**Booth: Hall 8, C4-02 with The Media Village**

## **Bright Systems Introduces BDI-TxP High Speed Portable Drive System at Broadcast Asia 2007**

### **And Demonstrates Major New Usability Features and Enhancements for BrightDrive Product Range**

**Singapore, June 19, 2007, [www.4bright.com](http://www.4bright.com):** Bright Systems, Inc., developer of media server and infrastructure technology for the post-production industry, together with The Media Village, a Bright Systems' business partner and leading supplier to the digital film industry in SE Asia, are holding the SE Asia launch of BrightDrive Interface-Transportable (BDI-TxP) high speed portable drive system at Broadcast Asia 2007 in Hall 8, stand C4-02. Also demonstrated are new BrightDrive usability features and enhancements, including 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 Patrick de Silva, Director, The Media Village. "At Broadcast Asia 2007, we are introducing the new BDI-TxP portable drive system to the SE Asia post-production market, and demonstrating BrightDrive shareable media store with a new range of highly refined software options that further highlight the system as a mature, feature-rich technology."

#### **BrightDrive Interface-Transportable BDI-TxP Portable Drive System**

BDI-TxP is a new high speed, high capacity server and portable drive system with the ability to hold and offload full-length motion pictures at speeds up to 20 times greater than standard Firewire - bringing major cost savings to digital workflows by dramatically cutting media transfer times. BDI-TxP uses Bright Systems' BrightDrive advanced disk recording technology to provide significant advantages over film, tape, and Firewire drives, including the ability to transfer media at real-time 2k, or 300 MB per second. This means, for example, that a 2-hour motion picture can be backed off or uploaded in approximately 2 hours instead of the long times required by Firewire-based devices.

"BDI-TxP gives the motion film and digital post industry a new, secure and much faster method of moving full length features between locations," said Antony Harris, CEO, Bright Systems, Inc. "It has been developed with our advanced media storage and server intelligence at a price point that makes it an attractive and accessible 'must-have' solution for all facilities."

In addition to offering fast download speeds, BDI-TxP uses Bright's Data Integrity technology to perform automatic checking and verification of the data set at the final



destination to ensure end-to-end integrity. The system also offers technology to minimize time spent 'transporting' data between disparate systems when ingesting and offloading.

Each BDI-TxP chassis can hold 4 Transportable drive capsules each with a 1.5 terabyte capacity, enabling users to ingest or offload up to 2 full-length motion pictures at a time. The system has a compact, high-tech construction with the drives specifically designed to ensure media can be shipped in a safe and secure environment between remote locations.

### **Data Wrangler**

Data Wrangler, Bright's data management software, is being 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 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.

### **Data Optimizer**

For the first time at Broadcast Asia, Bright is demonstrating its Data Optimizer and Data Mover modules with a new 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.

### **BDI-SDI**

BDI-SDI, Bright's new interface for ingesting and laying off data in multiple video formats including HSDL, HD444/422 and SD, is also being introduced. This new interface 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.

All BrightDrive products are available from The Media Village, Singapore, Bright Systems' business partner for SE Asia.

### **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](http://www.4bright.com)

#### **About The Media Village**

With its headquarters in Singapore, The Media Village is a leading supplier of workflow solutions for the post production and digital intermediate markets in the Southeast Asian region, representing industry leading solutions from Bright Systems Inc, Digital Vision, Imagica Corporation, Rising Sun Research and MTI Film, among others.

[www.mediav.com.sg](http://www.mediav.com.sg).

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