



Bright Systems Announces First BrightDrive in Australia

Omnilab Media Group Chooses BrightDrive To Provide High Performance Media Sharing For New Animation Series

Reno, NV, July 20, 2006, www.4bright.com: Bright Systems, Inc., a leading developer of file server and infrastructure technology for the post production industry, is announcing that the Omnilab Media Group has become the first company in Australia to purchase a BrightDrive shared media system. The LaB Sydney, part of the Omnilab Media Group, will use BrightDrive as the media sharing infrastructure for its 3D department, including both source material and render output. The system will be used immediately for work on *Erky Perky*, a new animation series for Ambience Entertainment Production and CCI Entertainment Ltd for the 7 Network and YTV.

BrightDrive's ability to handle massive bandwidth will provide the Omnilab with high-performance, robust network attached storage (NAS) facilities using three dual-Gigabit Ethernet interface modules configured to 'load-share' and support a mix of Jumbo and standard frames. A Fibre Channel SAN client will be dedicated to management tasks and data tracking for all data moving to and from the BrightDrive media. BrightDrive will be initially configured with 6 terabytes of media - increasing to 10 terabytes by the end of the project.

"By nature, a fully animated series generates a huge number of frames every day which require very high performance systems to ensure correct media management," said Ron Korpi, Head of IT - Production, Omnilab Media Group. "BrightDrive has the bandwidth we need, and enables multiple operators to work on the same media simultaneously, irrespective of which system or hardware platform they are using. The result is a very dynamic, cost-effective scalable system."

The BrightDrive family of 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.

The Omnilab Media Group purchased BrightDrive through Bright Systems' local systems integrator and business partner, Future Reality.

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About Omnilab Media Group

The Omnilab Media Group is an Australian owned content development, sales and distribution and moving-image media services business, providing services to the Australian and international advertising and entertainment markets. The Omnilab Media Group companies, based in Sydney, Melbourne and Auckland specialize in content creation, production, post-production, visual effects, CGI and character animation, music composition, media asset management, distribution and playout. The Omnilab Media Group incorporates twelve (12) companies and employs over 350 full time staff and up to 300 contractors. Each Omnilab Media Group company operates independently within its own niche market, but is also part of the team, tapping into the Groups broad talent and technology devices. For more information please visit www.omnilab.com.au

About Future Reality

Future Reality is a supplier of creative technology: systems, software and services the Australian film, broadcast television and post production industry. We supply: production systems for editing, content creation and digital intermediate workflow, film resolution shared storage solutions, and local, national and international high speed network infrastructure. Our services include: system design, supply of all hardware, software and peripheral equipment, installation and systems integrations, on-site training and full operational and technical support. www.future.com.au

About Bright Systems, Inc.

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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