



Bright Systems, Inc. Announces Peter Lambert as Director of International Sales and Marketing



Reno, Nevada, 12 December 2005, www.4bright.com: Bright Systems, Inc., market leader in file server and infrastructure technology for the post production industry, is today announcing the appointment of Peter Lambert as its Director of International Sales and Marketing. Lambert will be responsible for all sales and marketing activities outside the US.

“We are delighted to welcome Peter to Bright Systems,” said Antony Harris, CEO, Bright Systems. “We have worked closely with him in the past on a consultancy basis and have always been acutely impressed by his knowledge of the digital post production industry and his understanding of customers’ requirements. He will be a great asset to our team.”

Lambert was previously Chairman of Nucoda and Country Manager for Avid Technology UK and Ireland. With both companies he played central roles in developing market awareness for new technologies, and growing revenues year on year.

Lambert joins Bright Systems at a pivotal stage of the company. Having earned a market leading reputation with digital film houses and post industry in the US, Bright is now looking to introduce a new range of file servers and infrastructure products internationally. He takes up his new position immediately.

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 realtime 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.