



Pixion, India, Installs BrightDrive for 4K DI Workflow

Reno, Nevada, USA, March 31, 2008, www.4bright.com: Bright Systems, Inc., developer of disk recording and data infrastructure technology, has announced that one of India's most influential postproduction companies has installed its BrightDrive media recording solution to provide the infrastructure for its facility in Bandra, Mumbai. Pixion, a subsidiary of Century Communication, is using BrightDrive to manage and share digital media in its film, DI and VFX departments.

Pixion's BrightDrive is connected to several postproduction systems including multiple da Vinci Resolve® digital mastering suites and Revival restoration systems, 2 Thomson Spirit 4K Telecines, several Autodesk products, and a Thomson Bones postproduction framework. All operators are able to use the BrightDrive solution to access and share media simultaneously in a highly collaborative, data-centric environment.

Media is scanned using both Spirit 4Ks via a Bones engine directly into BrightDrive Workspaces. A da Vinci Resolve Conform carries out conforming functions, making the media immediately available to operators for color grading. VFX scenes are accessible to Shake and Combustion operators and written back to the BrightDrive. Finished film sequences are recorded out to film using an ARRILaser. BrightDrive's ability to move full resolution media in real-time brings a high level of efficiency to Pixion's workflows, reducing time to completion and providing flexibility in terms of how resources are managed.

"We chose the BrightDrive solution based on observations and experiences gathered from visiting other facilities, and we were impressed by Bright's specialist knowledge of data recording technology," said Naresh Malik, CEO, Pixion. "We own similar systems developed by other manufacturers and have reviewed several alternatives. We've even tried building our own shared storage system but BrightDrive stands apart because it is based on proven, highly advanced intelligence."

He continues: "It is simple to use and provides a very easy way of managing our data. It also provides reliable and fast media sharing facilities between across different operating systems."

Pixion's BrightDrive was supplied by Cineom, Bright's business partner for India. Paresh Sorathia of Cineom said: "Despite the considerable size of Pixion's BrightDrive system, with so many clients attached - and multiple 2K and 4K streams, the whole set-up was easy to complete and was up and running after just 3 days. We have seen experienced people suffer for years trying to make high performance SANs work - particularly where demanding film data resolutions are involved. The BrightDrive installation went smoothly and functions exactly as planned on paper."



With 8 real-time streams of 2K and an online capacity for grading at 17 Terrabytes and nearline storage at 60 Terrabytes, Pixion is now one of a few DI centres in India with the capacity to hold multiple feature films on one system. Recent projects include *Khoya Khoya Chand* (Holy Cow Pictures), *The Last Lear*, directed by Rituparno Ghosh, *Honeymoon Travels*, *Don*, *Namastey London* and *U, Me Aur Hum* (Devgan Films).

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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