



Bright Systems Announces Kinovox as New Business Partner for Scandinavia

Reno, Nevada, USA, August 26, 2009, www.4bright.com: Bright Systems, Inc., developer of disk recording and data infrastructure technology, has announced that Kinovox New Media, a leading specialist supplier of video and film equipment, has become its new business partner for Scandinavia. Kinovox will represent Bright's full range of BrightDrive™ G² Recording Systems in the Scandinavian digital post industry.

Kinovox has strong sales channels in Denmark, Sweden and Norway. With over 66 years experience in the industry, they have amassed a large customer base that includes systems integrators, broadcasters, post facilities, rental companies and musicians. The company represents many leading manufacturers of post production systems including Autodesk. Kinovox has previously worked with SAN developers but has switched to BrightDrive to better meet local demand for high performance, real-time, enterprise-wide functionality.

"Bright has earned the trust of the post production community across Europe through its advanced recording technology and proven real-time 4K processing capabilities," said Peter Ludolph, Country Manager, Kinovox New Media. "By working with Bright, we are better positioned to address the continued move to HD workflows and the new D-Cinema sector. We look forward to introducing our customers to BrightDrive and BrightClip technology and the real benefits of working in a cost-effective and collaborative recording infrastructure."

BrightDrive G² is Bright's next generation file-based recording system supplied with the company's breakthrough BrightClip ® Recording Technology. Designed specifically to provide performance stability that is simply not found in conventional IT approaches, BrightDrive G² delivers unprecedented operational efficiency and predictability. It is compatible with all leading file-based media applications and file formats, and supports a wide variety of file-based workflows including commercials, animation, DI, dailies and VFX.

BrightClip Recording Technology permanently overcomes the limitations of IT-oriented approaches such as NAS and SAN where media files become naturally "randomized" during the course of normal production operations. This randomization



causes erratic and degrading system performance, frequently bringing projects to a standstill and adversely affecting revenues and facility reputation.

As well as helping Bright to develop its sales and marketing activities in Scandinavia, Kinovox will also be responsible for installing BrightDrive systems and undertaking first-line customer support and post-sales services.

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About Kinovox New Media

Kinovox is a 66 year old brand representing professionalism, ambition and a sense of quality that remains the cornerstone of the company. With its headoffice in Denmark, New Media focuses on selling and supporting the moving picture industry with a portfolio of products for broadcast, streaming video, postproduction for film and TV, plus 3D software solutions. New Media has a deep knowledge of Unix, Linux, OS-X and Windows OS and our services cover installation, training and support.

www.kinovox.com

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 center associated with important milestones in the development of video-disk recording, Bright Systems provides a range of extremely high performance file-based recording systems 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

Contact:

Lynne Lambert

lynne@mediacommerce.tv

+44 7909 575932

Skype: lynne011