



IBC 2009, 11 – 15 September 2009
RAI, Amsterdam
Bright Systems' booth: 7.J39

Bright Chooses IBC 2009 to Debut BrightDrive™ G² Advanced Media File Servers with New E² Ethernet Interface

Amsterdam, September 11, 2009, www.4bright.com: Bright Systems, Inc., developer of advanced media file server technology, is debuting its next-generation BrightDrive™ G² advanced multi-protocol media file servers featuring a new E² Ethernet interface for the first time at IBC 2009. Designed on a pioneering, innovative architecture that supports either quad 1Gb or single 10Gb connections to the network, the E² Ethernet interface can be dynamically clustered for greater scalability into lower I/O and higher transaction environments.

The BrightDrive G² and E² Ethernet interface combination delivers significant business-level benefits and workflow efficiencies to digital post-production workflows. For example, users will be able to render over Ethernet but directly play or feed high performance applications over Fibre Channel without moving data between storage systems. This will drastically reduce time-to-view and time-to-finish by combining the best of NAS and SAN in a single, highly advanced multi-protocol system. Further benefits will be realized through reduced need for storage hardware.

An industry first, BrightDrive is a fully self-maintaining system due to its use of Bright Systems' underlying BrightClip® file recording technology that minimizes physical storage needs and costly production downtime and labor commonly associated with maintenance activities.

“BrightDrive G² with the new E² interface allows users to fully harness their Ethernet environments and breathe new life into their storage infrastructures by ensuring maximum operational levels are maintained at all times without loss of performance,” said Antony Harris, CEO, Bright Systems, Inc. “The new functionality creates the best possible client-operator experience using first choice, best of breed applications at the lowest total operating cost.”

The E² interface allows BrightDrive G² users to remain focused on creative processes while satisfying 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.

Launched at NAB 2009, BrightDrive G² delivers multiple streams of real-time film and video up to 4K resolution allowing teams of creative professionals to access, share and work on the same media files concurrently. This means that even with the most complex projects, facility



managers no longer need to spend time copying files between applications or waiting for individual processes to be finished before media can proceed through the workflow.

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 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

Contacts:

Lynne Lambert
lynne@mediacommerce.tv
PR, Bright Systems, Inc.
t: +44 7909 575932