



EDITSHARE TO EXHIBIT AT CABSAT 2010

Showcase latest enhancements to EditShare multi-channel ingest, shared production storage, and archiving product lines as well as the recently acquired Lightworks/Geevs non-linear editing and playout automation solutions

London, UK – February 20, 2010 -- EditShare® today unveiled the product line up for the CABSAT 2010 exhibition held in Dubai, March 2nd through the 4th. In addition to demonstrating the newly acquired Geevs (broadcast playout) and Lightworks (feature film editing) systems, EditShare will be showcasing the following complete collaboration products at CABSAT 2010 on stand ZL-13:

EditShare Flow

Multi-channel SD/HD Ingest, Log, and Browse Solution

EditShare Flow goes beyond traditional ingest solutions by incorporating key production features for optimizing the media recording and pre-edit process. The modular design provides extensive ingest, log, and browse capabilities that can be implemented fully integrated or as an individual software module with full asset tracking intact. Unique production features include the industry's only Universal Media File Technology™ enabling Avid and Final Cut Pro editors to share and edit the exact same media files and exchange sequences between the two applications – without transcoding, re-linking, duplicating media or re-rendering. **Flow Feature Highlights:**

- NEW Real-time Logging & Custom Metadata Templates - Create templates that standardize repetitive logging such as sports and reality TV productions.
- NEW Flow Scan catalogs and manages EditShare storage media captured outside of Flow.
- NEW Avid & Final Cut Pro sub-clip creation during or after ingest - drag and drop directly into Avid and Final Cut Pro bins.
- NEW Flow Projects - Producers, editors, and assistants can organize media into bins and create sequences before reaching the edit bay.
- File-based ingest offers versatile media recording options that support a wide range of workflows.

- Media asset tracking across all EditShare systems ensures metadata stays intact from ingest to archive, enabling users to quickly retrieve, produce, manage, and distribute media.

EditShare Storage Series and XStream Series

Shared Production Storage for Standard and Mega-User Workgroups; Digital Intermediate Workflows

EditShare shared storage solutions, EditShare Storage and XStream Series enable editors and composers to easily and economically share media and work collaboratively regardless the platform or application. **Storage & XStream Series Highlights:**

- Extreme performance with industry leading stream counts supporting hundred's of simultaneous users.
- Extreme Scalability - EditShare's Extreme Scalable Architecture (ESA) means that expanding your storage up to 100 or 200 Terabytes – or beyond – is no more complicated than purchasing additional “expansion servers” and plugging them into the network.
- High bandwidth DI workflows; supporting multiple streams of uncompressed HD or 2K DPX. Strong partnerships with Digital Vision and Assimilate ensure integration for advance DI workflows.
- EditShare Project Sharing - Avid and Final editors can draw on the same central pool of media and work in the same project simultaneously, freely sharing materials and ideas.
- No per seat license removes barriers to productivity and provides faster return on investment.

EditShare Ark

Purpose-built media protection – Archiving, Backup, & Mirroring

EditShare Ark provides digital and tape-based options for creating backups and archives or mirroring media spaces. Fully integrated with EditShare shared storage solutions, Ark provides economical media protection for EditShare users. **EditShare Ark Highlights:**

- Multi-format Support - Backup or archive P2, XDCAM and other file-based media.
- Automated and Manual Backups - Schedule activities to occur in the background or during off-peak times.

- Turn into EditShare - In the event of a system failure, Ark Disk can be activated into a high functioning EditShare Storage Series system.

To book a private technology demonstration, please contact Andy Hawker at andyhawker@editshare.co.uk. For press appointments, please contact Janice Dolan at janice@zazilmediagroup.com.

About EditShare LLC

EditShare LLC is the pioneer of a new category of collaborative editing solutions designed for digital media workgroups and production companies. The EditShare system fuels the collaborative creative process for digital media artists by delivering high-quality, high-performance, and cost-effective networked collaborative editing solutions. For more information, please visit www.editshare.com.

©2010 EditShare LLC. All rights reserved. EditShare® is a registered trademark of EditShare LLC. All other trademarks mentioned herein belong to their respective owners.

Press Contact

Janice Dolan

Zazil Media Group

Email janice@zazilmediagroup.com

Tel: +1 (617) 817-6595