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Contact Christopher Neely
Email: info@scenarist.com
PH: +1 (415) 493-8842



ATEME JOINS SCENARIST UHDG ADVISORY GROUP

Leading UHD / 4K HEVC Encoding Solution Vendor Partners with Scenarist
Focus Group to Assist Launch of Ultra HD Blu-ray

NOVATO, California (June 9, 2015) - Scenarist, LLC, the developer of Hollywood-standard professional Blu-ray Disc authoring systems based in Marin County, California, and ATEME, global leader in HEVC, H264, MPEG2 video compression solutions for File, broadcast, cable, DTH, IPTV and OTT, jointly announced today that ATEME has joined Scenarist's Ultra HD BD focus group called the UHDG. As part of the UHDG, ATEME is working closely with Scenarist to provide HEVC high dynamic range (HDR) and high frame rate (HFR) encoding technology in UHD resolution to Scenarist UHD customers who are developing the first titles for Ultra HD Blu-ray. The result of the collaboration will significantly help UHDG authoring companies and content owners to deliver blockbuster movies in thrilling ultra high definition UHD resolution with a greatly expanded color and brilliance to living rooms everywhere this Christmas.

"We are excited to partner with Scenarist in setting a new standard for premium video quality with UHD and HDR" said Ronnie Brooks, Vice President Media Solutions of ATEME. "The ATEME TITAN File is a multi-codec/format video transcoding software, for mezzanine, STB and ABR VOD, Post-Production, Play-out and Archive applications, the integration with Scenarist state of the art authoring system enable us to provide the best in class solution for UHD blue-ray authoring."

The Blu-ray Disc Association has recently announced the completion of the Ultra HD Blu-ray specification that includes 3840x2160 resolution, advanced HDR 10-bit color and HFR 60 frames per second video. With 400 Nit average and 700-1000 Nit peaks, the image brilliance and color depth potential offered by UHD-BD will be dramatic quality increase over standard 100 Nit televisions in homes today and offers content creators a vastly larger available color pallet with which to create new and exciting visual experiences.

"The in-home movie watching experience is about to get an amazing video quality boost with Ultra HD Blu-ray, and it's going to take world-class video compression technology to deliver it," said Rolf Hartley, managing partner at Scenarist, LLC. "ATEME's experience and technology is driving the image quality revolution in Hollywood and we are delighted to be working with them to launch UHD-BD."

Scenarist has begun the delivery of alpha development phase authoring tools to members of its UHDG focus group. UHDG authoring facilities are using the tools to

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create early test builds of titles intended for release in time for the Ultra HD Blu-ray launch this year.

About Scenarist, LLC

Scenarist, LLC, located in Marin County, California, is the world's leading developer of professional authoring technology. Scenarist products enable major motion picture companies, high-end authoring facilities, producers and independent content holders to release titles on physical media formats such as DVD-Video and Blu-ray Disc. The company's core products, Scenarist SD and Scenarist BD, have been the Hollywood-standard since 1995 because they provide unparalleled access to format parameters and enable the ultimate level of authoring creativity for Hollywood's most demanding titles. Today, the vast majority of DVDs and BDs have been released using Scenarist authoring systems. Scenarist is a Contributor Member of the Blu-ray Disc Association. In 2014, the Blu-ray Disc Association announced new extensions for the Blu-ray format that include support for 4K/HDR video, immersive audio and new features such as Digital Bridge, the ability to legitimately export movie contents in full resolution on to other electronic devices. In April 2015 Scenarist launched the UHDG, a focus group of high-end authoring facilities, technology developers and service providers that will work with Scenarist during the critical development phases of its new authoring tools for Ultra HD Blu-ray. Scenarist and the Scenarist logo are registered trademarks in the United States and other territories, all rights reserved. Contact Scenarist online at www.scenarist.com or via email at info@scenarist.com.

About Ateeme

ATEME (PARIS: ATEME), Transforming Video Delivery. ATEME is a global leader in HEVC, H264, MPEG2 video compression solutions for broadcast, cable, DTH, IPTV and OTT. More information is available at www.ateeme.com or contact Ronnie Brooks directly at R.Brooks@ateeme.com