

FOR IMMEDIATE RELEASE



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## **SCENARIST UHD SELECTED BY DELUXE FOR ULTRA HD BLU-RAY CAPACITY EXPANSION**

### Authoring Facility Serves Global Demand for New Format Titles

LAS VEGAS, NEVADA (April 18, 2016) - Scenarist, LLC, the developer of Hollywood-standard Ultra HD Blu-ray Disc authoring systems based in Marin County, California announced today that Deluxe Entertainment Group, Inc. (Deluxe) has selected Scenarist UHD to expand its Ultra HD Blu-ray authoring capacity to service the slate of new orders by major studios and other content holders seeking to release titles on the new Ultra HD Blu-ray format. Deluxe, a recognized leader in supporting advanced formats, has authored the majority of commercially released launch titles for the Ultra HD Blu-ray format to date, using Scenarist. The company recently expanded its capacity with Scenarist based on the stability of the Scenarist system, the success of the new format, and the immediate growth in title demand by major content holders worldwide.

“Scenarist worked closely with us during the Ultra HD Blu-ray format launch and they understand the highly dynamic and demanding deadlines that are required to meet our global content partners’ requirements,” said Bob Michaels, VP Media Operations, Deluxe. “The product proved its capability and format compatibility early on, and enabled us to meet our Ultra HD Blu-ray title launch deadlines without exception. We felt comfortable expanding further with Scenarist in this highly demanding space.”

Scenarist is the most recognized brand in high-end authoring. The company’s DVD-Video authoring system, Scenarist SD, which was introduced in 1995 is still the world’s most used application for releasing commercial DVDs. Scenarist BD, released in 2004 is installed in the majority of authoring studios worldwide and is largely responsible for the more than 10,000 titles commercially released to date. In 2014, Scenarist launched the UHMG, a global focus group of authoring studios, technology companies, and service providers to enable input and a flow of feedback during the development of Scenarist UHD for Ultra HD Blu-ray and Deluxe Media Services was the first UHMG member.

“For more than 20 years, Scenarist has worked closely with content owners and their authoring service providers to build our products into the most robust, capable, and compatible format authoring systems available. We’re delighted to be continuing that tradition with Ultra HD Blu-ray,” said Rolf Hartley, managing partner at Scenarist, LLC in Marin County, California “Deluxe is known for innovating in the area of new formats, and we are excited to be working with them through their Ultra HD Blu-ray expansion and beyond.”

## **Scenarist UHD Selected by Deluxe for Expansion**

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Scenarist will be holding private demonstrations of Scenarist UHD at the National Association of Broadcasters (NAB) convention in Las Vegas from April 18-21<sup>st</sup>. Contact [info@scenarist.com](mailto:info@scenarist.com) for more information

### **About Scenarist, LLC**

Scenarist, LLC, located in Marin County, California, is the world's leading developer of professional authoring technology since 1995. Scenarist products enable major motion picture companies, high-end authoring facilities, producers and independent content holders to release titles on media formats including DVD-Video, Blu-ray Disc and Ultra HD Blu-ray. The company's products are the "gold standard" in Hollywood because they provide unparalleled authoring access to format specification and enable the highest level of creative control for the most demanding titles. Today, the majority of commercially released titles worldwide have been created using Scenarist.  
[www.scenarist.com](http://www.scenarist.com)

### **About Deluxe**

[Deluxe Entertainment Services Group Inc.](http://www.deluxe.com) is a global leader in media and entertainment services for film, video and online content, from capture to consumption. Since 1915, Deluxe has been the trusted partner for the world's most successful Hollywood studios, independent film companies, TV networks, exhibitors, advertisers and others, offering best-in-class solutions in production, post-production, distribution, asset and workflow management, and new digital solution-based technologies. With operations in Los Angeles, New York and around the globe, the company employs nearly 7,000 of the most talented, highly honored and recognized artists and industry veterans worldwide.

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