

**INTERACTIVE DEPLOYS SCENARIST UHD TO UNLESH THE POWER OF ULTRA HD BLU-RAY**

Delivers First Title, “The Expendables 3 – A Man’s Job” (Release in Germany: 2 December 2016)

(Hamburg – .12. 2016) – Enteractive GmbH, Hamburg, a subsidiary of Splendid Medien AG, Cologne, announced today that it has added industry-standard Scenarist UHD authoring tools to deliver its first title, “The Expendables 3 – A Man’s Job” in the exciting new Ultra HD Blu-ray format. The addition enables Enteractive to create thrilling 4K HDR titles with expanded color pallet, immersive audio soundtracks and the ultimate in player compatibility. As a result, the company’s Ultra HD Blu-ray title delivery enables the star power of Sylvester Stallone and his troop of mercenaries to ‘explode off the screen’ in stunning 4K UHD right into your living room.

Enteractive’s technical team needed a proven and robust authoring system that could meet the technical challenges of the new Ultra HD Blu-ray format as well as fit into the company’s highly efficient workflow. After several weeks of technical research and testing the team selected Scenarist authoring tools as ‘best in class’.

“Our customers are used to getting top service and top quality in productions and services from Enteractive,” says Ekkehard Kruckenberg, Technical Director at Enteractive. “Scenarist impressed us with its world-leading expertise and its proven software tool *Scenarist UHD*. We are delighted that with the collaboration between Enteractive and Scenarist we will be able to present a range of top films and series in the visually stunning Ultra HD standard with Dolby Atmos or DTS:X sound.”

Building on legacy of over 20 years in the professional authoring technology business, Scenarist, LLC has been developing Scenarist UHD over the past 24 months in close collaboration with the Blu-ray Disc Association, leading format verification and replication companies, as well as major motion picture studios worldwide. Scenarist’s ‘Unified Authoring’ technology enables the seamless expansion of services from Blu-ray Disc to Ultra HD Blu-ray that leverages a facility’s existing technical experience, requires virtually no additional training, and fits perfectly into established workflows and in-house best practices.

“Interactive has world-class technical and creative teams that we highly respect and listen to very closely; their selection of Scenarist UHD is especially important to our engineers and product managers,” said Christopher Neely, managing partner of Scenarist, LLC. “Ultra HD Blu-ray is quickly becoming a favorite for movie lovers everywhere, and we excited to be a part of Interactive’s story in delivering the very best content authoring services available for this new format.”

#### **About Scenarist:**

Scenarist, LLC is the world’s leading developer of professional authoring technology and products. The majority of worldwide commercial release DVD-Video, Blu-ray Disc, and Ultra HD Blu-ray titles are created using Scenarist 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 and compatibility for Hollywood’s most demanding titles. For more information please visit [www.scenarist.com](http://www.scenarist.com).

#### **About Interactive:**

Interactive GmbH, Hamburg, provides services for renowned international and national film rights holders and supports them in the exploitation of their content. The company’s service portfolio covers the complete creation of masters for DVD and Blu-ray Disc production, mastering and replication of DCPs for cinema exploitation, digitalisation and archiving of film content (feature films and TV programmes), digital distribution of content to TV stations and of video-on-demand data to national and international VoD providers, and the development and operation of video-on-demand portals. Each year, Interactive processes more than 400 DVD/Blu-ray masters and around 10,000 programmes for VoD providers and TV stations. You can find out more about our products and services at [www.interactive.de](http://www.interactive.de)

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