

IMMEDIATE RELEASE



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IMAGION AG BRINGS ULTRA HD BLU-RAY TO GERMANY World-Class Media Facility Chooses Scenarist for Next Gen Format

MARIN COUNTY, CALIFORNIA (March 1, 2016) - Scenarist, LLC, the developer of Hollywood-standard professional Ultra HD Blu-ray Disc authoring systems based in Marin County, California announced today that Imagion AG, a world-class media facility located in Germany, will be the first to author Ultra HD Blu-ray titles in Germany using Scenarist UHD. Imagion AG is a premiere media company that provides high-end professional production services for OTT and physical formats including Netflix, iTunes, DVD-Video, Blu-ray Disc and Blu-ray 3D. Now, Imagion AG has joined with other distinguished facilities world wide who are working with Scenarist to bring its vast media production expertise to help launch the Ultra HD Blu-ray format.

“Imagion AG provides the very best technology, media services, and creative flexibility so our clients can deliver in any digital or physical format. Scenarist UHD fits perfectly with our focus because not only is it proven authoring technology, but also because Scenarist has a history of supporting the professional authoring community since 1995,” said Mr. Michael Becker, CEO of Imagion AG in Trierweiler, Germany. “Ultra HD Blu-ray Disc is exciting because it can provide the data rates necessary, which are 10x higher than OTT can support, to delivery 4K/UHD video in high dynamic range and wide color gamut; it’s an amazing experience to see it.”

Scenarist has been developing professional DVD and Blu-ray Disc authoring systems since 1995, and has worked closely with members of its Ultra HD Blu-ray focus group, the UHDG, since February 2015 to identify key workflow optimization requirements for Ultra HD Blu-ray title development. A key focus has been project portability between Blu-ray and Ultra HD Blu-ray formats to enable efficient workflow and resource management.

“We are delighted that Imagion has chosen Scenarist UHD for their Ultra HD Blu-ray title development,” said Christopher Neely, managing partner at Scenarist, LLC located in Marin County, California. “The Ultra HD Blu-ray format builds on ten years and 10,000 titles in the market with explosive video and audio content. Imagion is well positioned with the expertise and capabilities to bring this exciting new format to their clients in Germany and across Europe.”

Scenarist UHD has been certified by the Blu-ray Disc Association as ‘Production Ready’ and Scenarist demonstrated the system at CES 2016 in conjunction with the Blu-ray Disc Association.

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 such as DVD-Video and Blu-ray Disc. The company's core products, Scenarist SD and Scenarist BD, are the Hollywood-standard 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 commercially released DVD and BD titles have been created using Scenarist authoring systems. Contact Scenarist online at www.scenarist.com.

About Imagion AG

Imagion AG is a leading European encoding and DVD/BD authoring facility handling the post-production, digital supply chain and/or digital archives for national and international movie studios or major music record labels. Imagion services includes an automated digital file workflow from ingest to encoding and delivering of extensive content packages to EST and VoD platforms. The proprietary web-based digital project and media management dashboard "**JAMES**" gives content owners a powerful interface to manage all orders, transcodes, QC and monitor deliveries in real-time. Imagion is certified by 100+ VoD platforms and broadcaster worldwide including Netflix, iTunes, Google or Amazon to deliver digital movie content in the requested specification. Contact Imagion online at www.imagion.de.