

FOR IMMEDIATE RELEASE



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## **ROB AUBEY JOINS SCENARIST**

Veteran Authoring Technology Expert to Assist Adoption of Ultra HD Blu-ray

NOVATO, CA (July 18, 2017) - Scenarist, LLC, the developer of Hollywood-standard professional authoring systems based in Marin County, California, announced today that Rob Aubey, well known and highly respected authoring industry veteran, has joined Scenarist as Director of Application Engineering. Rob will contribute his more than 13 years of format and sales experience with Sony's Creative Software and New Media Solutions groups as the product manager for the Blu-print and DoStudio product lines to help drive the adoption of Scenarist's products for Ultra HD Blu-ray. In his new role, Rob will focus his efforts on helping authoring facilities migrate their existing workflows and best practices to Scenarist UHD where they can easily harness the BD and Ultra HD Blu-ray formats and quickly begin providing authoring services to customers worldwide. The result will be more facilities delivering titles with the ultimate in quality and compatibility to meet the rapidly growing consumer demand for 4K content in the living room.

"Scenarist has delivered the right technology, products and support to the professional authoring industry for over 20 years. They have been contributing to the BDA specification while working with technology partners and studios from the start of Ultra HD Blu-ray," said Rob Aubey, Scenarist's new Director of Application Engineering. "I am looking forward to assisting facilities and customers across the authoring spectrum, worldwide, to leverage the amazing capabilities of 4K Ultra HD."

Scenarist launched its Ultra HD Blu-ray authoring workstation in January 2015. The Blu-ray Disc Association certified the system for production use so that the first titles would be ready to meet the launch date of the new format. Today Scenarist is the tool-of-choice for facilities that produce the vast-majority of Ultra HD Blu-ray titles in the market. Consumers are quickly turning to packaged media for 4K, HDR, and Dolby Vision enabled content; the demand for Ultra HD Blu-ray products is growing exponentially with Futuresource Consulting forecasting sales of over 8 million 4K Ultra HD discs this year.

"Our focus at Scenarist is to engineer and support the best products to enable our customers to deliver uncompromising title quality and player compatibility across all the formats their clients demand," said Christopher Neely, managing partner at Scenarist, LLC. "With Rob joining our team, Scenarist fields an unmatched powerhouse of technology, products and format expertise that authoring service providers can rely on to help drive their business for years to come."

### **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, Blu-ray Disc and Ultra HD Blu-ray. Scenarist brand authoring systems 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. Scenarist is a Contributor Member of the Blu-ray Disc Association, and Scenarist team members serve on the TEG2 specification definition group and the GPC global promotions committee for the BDA. 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](http://www.scenarist.com) or via email at [info@scenarist.com](mailto:info@scenarist.com).