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SCENARIST LAUNCHES ULTRA HD BLU-RAY WORKGROUP
World's First Complete Solution For The Creation Of Hollywood Blockbuster
Titles With Stunning High Dynamic Range Video

AMSTERDAM, The Netherlands (Sept 11, 2015) - Scenarist, LLC, the leading developer of Hollywood-standard professional DVD-Video and Blu-ray Disc authoring systems based in Novato, California announced today the Scenarist UHD Workgroup which is the world's first complete solution for creating commercial release Ultra HD Blu-ray titles that take advantage of stunning UHD High Dynamic Range video, immersive audio and Digital Bridge features. The Scenarist UHD Workgroup was designed in close collaboration with major motion picture studios, authoring facilities and technology partners engaged in supporting the new Ultra HD Blu-ray format and has already been used to create titles in time for the new format launch.

"Scenarist is famous for collaborating with the professional authoring community and delivering the right products and technology that enable authoring companies to evolve to meet new format challenges," said Paul Stellingwerff, managing director of MediArte, a veteran of multiple format launches and a highly respected distributor of professional content creation products located in Delft, The Netherlands. "The Scenarist UHD Workgroup is not only the perfect combination of technology and products necessary for Ultra HD Blu-ray title production, but it's built on a proven platform that has been used to deliver the vast majority of Blu-ray Disc titles in the market today. Additionally, the Scenarist UHD Workgroup also includes expert regional technical support as well as on-going engineering and development that our customers can rely on and trust from launch to format maturity."

Features and capabilities of the new workgroup include:

- ATEME TITAN: 4K/HEVC 10-bit High Dynamic Range encoding
- Scenarist UHD: full BD Profile 6 specification authoring for Ultra HD Blu-ray
- DTS:X Encoder
- Digital Bridge Export production tools
- Scenarist Designer UHD: Adobe Photoshop CC plug-in to enable HDR / SDR menu creation

"Scenarist brand authoring systems are celebrating their 20th year leading the authoring community through format changes from DVD-Video, Blu-ray Disc, Blu-ray 3D and now Ultra HD Blu-ray," said Christopher Neely, managing partner of Scenarist, LLC. "Ultra HD Blu-ray provides a brand new and profound entertainment experience right in your living room that must be seen to be believed. We are proud to continue our

Scenarist Launches Scenarist UHD Workgroup for Ultra HD Blu-ray

commitment to the professional authoring industry as we support the launch of this exciting new format.”

Scenarist will be demonstrating the Scenarist UHD Workgroup during the IBC convention in Amsterdam September 11 – 15. Additionally, Scenarist is hosting an industry seminar on Ultra HD Blu-ray during IBC starting at 3:30PM on September 12th at the Holiday Inn Amsterdam with guest speakers from the Blu-ray Disc Association, ATEME, DTS, Philips Research, Technicolor, Dolby and more. Contact Scenarist at info@scenarist.com for more information or to schedule a private demonstration.

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.