

IMMEDIATE RELEASE



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LOS ANGELES DUPLICATION & BROADCASTING JOINS SCENARIST UHDG, ADDS ULTRA HD BLU-RAY SERVICES

**Emmy® Award Winning Team, LADB Extends Technology
Leadership with Scenarist UHD Workgroup**

NAB, LAS VEGAS, NV (April 18, 2016) - Scenarist, LLC, the developer of Hollywood-standard professional Ultra HD Blu-ray Disc authoring systems based in Marin County, California announced today that Emmy® distinguished Los Angeles Duplication & Broadcasting (LADB) located in Burbank, California has joined Scenarist's Ultra HD Blu-ray focus group called the UHDG to work closely with Scenarist engineering and product development teams during the Ultra HD Blu-ray launch period. In addition to its participation in the UHDG, LADB, a company well known for providing leading-edge content security and duplication services, has added Ultra HD Blu-ray encoding and authoring services to its vast content preparation and delivery services.

"Our clients are excited by Ultra HD Blu-ray because it offers clear advantages, such as a consistent playback experience, that streaming at high data-rates just can't provide when delivering video and audio in high dynamic range and expanded bt.2020 color space," said Eric Collins, president of Los Angeles Duplication & Broadcasting in Burbank, California. "Choosing to work with Scenarist was a 'no-brainer' for us because they have a proven 20-year support commitment to our industry and the expert format knowledge we need to help us maintain our leading technology edge."

LADB has completed the installation of the Scenarist UHD Workgroup that includes Scenarist UHD authoring software for Ultra HD Blu-ray and the ATEME TITAN File SDR/HDR HEVC encoding platform. The combination of leading-edge products has been used to create and deliver the majority of Ultra HD Blu-ray titles available today in stunning HDR video and immersive audio. As part of their UHDG membership, LADB will work closely with Scenarist engineering and product teams to help streamline Ultra HD Blu-ray encoding and authoring workflows during the development of the products and through the current format launch period.

"We are excited to be working with LADB's distinguished facility and team of technologists," said Rolf Hartley, managing partner at Scenarist, LLC located in Marin County, California. "Eric's team has vast Scenarist authoring experience, so their input is a significant aide to our development process and will benefit the global authoring community."

LADB JOINS SCENARIST UHDG AND ADDS ULTRA HD BLU-RAY SERVICES

Scenarist will be demonstrating the Scenarist UHD Workgroup in a private meeting suite located at the Renaissance Las Vegas adjacent to the Las Vegas Convention Center South Hall during the NAB 2016 exhibition April 18-21st. Contact info@scenarist.com for more information or to schedule a demonstration of the Scenarist UHD Workgroup.

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

About Los Angeles Duplication & Broadcasting, Inc

LADB was built by veterans of the Hollywood post-production industry. The company provides high-end, rapid turnaround post production services including encoding/transcoding and metadata for the major Hollywood studios, producers, production companies, and independent content holders on all media formats including: DVD-Video, Blu-ray Disc and Ultra HD Blu-ray. LADB is one of a very small percentage of companies - in any industry - to be both ISO 27001 (Information Security Management) and ISO 9001 (Quality Control) certified simultaneously, ISO is a recognized family of standards. We have gone to great lengths to achieve the distinction because the future of our industry relies upon vigilant protection of client content.

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