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SCENARIST SHOWCASES ULTRA HD BLU-RAY BEST PRACTICES AT NAB 2016

Demonstrates Best-In-Class Authoring and DTS:X Immersive Audio with Lionsgate's Ultra HD Blu-ray Titles

LAS VEGAS, NEVADA (April 18, 2016) - Scenarist, LLC, the developer of Hollywood-standard Ultra HD Blu-ray authoring systems based in Marin County, California announced today that at NAB 2016 from April 18 through the 21st, it will demonstrate the critical elements and best practices for the creation of world class Ultra HD Blu-ray titles and will showcase the creation of Lionsgate's "The Last Witch Hunter" and "Enders Game", titles currently available on Ultra HD Blu-ray. Demonstration participants will experience the process of creating a best-in-class Ultra HD Blu-ray title from its elementary streams through to its final published format.

"With Ultra HD Blu-ray, we're breaking new ground on what immersive entertainment in the home can provide with HDR image quality and DTS:X immersive audio in 11.1 channels," said Mark Johnson, senior vice president of media solutions at DTS. "Scenarist has proven their technology in helping to launch the Ultra HD Blu-ray format, and we're delighted to continue to partner with them in refining the workflows required to bring the maximum efficiency possible for creating world-class format releases."

The Scenarist demonstration will highlight optimized workflows and feature HDR and WCG video encoding using the ATEME TITAN File encoding platform, authoring for the Ultra HD Blu-ray format with Scenarist UHD, and finished title playback on a Samsung HDR display via a Samsung Ultra HD Blu-ray Player connected to an 11.1 channel sound system featuring a Denon AVR with DTS:X immersive audio technology. Samsung and DTS have provided the equipment necessary for the demonstration.

"Since 1995, Scenarist is the most utilized authoring technology for Hollywood releases on DVD-Video, Blu-ray Disc, and now Ultra HD Blu-ray," said Rolf Hartley, managing partner at Scenarist, LLC. "We are excited to be working with a global group of top authoring facilities, technology companies, and content owners to develop the tools and technology they need to achieve their goals to bring the worlds' most exciting entertainment home."

Scenarist will be holding private demonstrations of Scenarist UHD Workgroup featuring the ATEME TITAN File encoder, DTS:X workflow, and Scenarist UHD authoring system at the National Association of Broadcasters (NAB) convention in Las Vegas from April 18-21st. Contact info@scenarist.com for more information.

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 DTS, Inc.

Since 1993, DTS, Inc. (Nasdaq: DTSI) has been dedicated to making the world sound better. Through its pioneering audio solutions for mobile devices, home theater systems, cinema, automotive and beyond, DTS provides incredibly high-quality, immersive and engaging audio experiences to listeners everywhere. DTS technology is integrated in more than two billion devices globally, and the world's leading video and music streaming services are increasingly choosing DTS to deliver premium sound to their listeners' network-connected devices. For more information, please visit www.dts.com.

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