



ADVANCED DIGITAL SERVICES

NEWS RELEASE

FOR IMMEDIATE RELEASE

Advanced Digital Services Launches New Digital Operations Center and AmberFin's iCR Content Repurposing Service

HOLLYWOOD – January 21, 2009 – Advanced Digital Services, Inc. (ADS) today announces the launch of its new Digital Operations Center and Content Repurposing Service powered by AmberFin's iCR software tools. ADS is introducing the new service to enable its clients to better manage MPEG-2 based media assets across multiple distribution platforms to help improve workflow efficiency and reduce time-to-market.

The company's Digital Operations Center will not only support its existing New Media department but will be the hub for the secure encoding and transcoding of client media assets.

AmberFin iCR, the preferred platform for many ADS customers, creates a high quality file-based master, delivers quality control review, provides unique file conversion to multiple formats and simultaneously prepares multi-platform versions of video content, all within a single software environment. Through the use of AmberFin iCR along with other encoding tools, ADS is able to complete multiple mastering and repurposing tasks in approximately the same amount of time that traditional encoding systems take to perform a single encode/transcode task.

"The confluence of HD programming, multi-platform distribution and Web 2.0 initiatives requires today's studios to offer clients best-of-breed technologies and practices to help maintain a competitive edge," said Jack Fleming, president of ADS. "AmberFin's iCR software tools enable our Digital Operations Center to accommodate up to six project team members working in unison, which will significantly increase workflow efficiency while reducing the time-to-market timeframe of deliverables – a win-win for all."

Tom Sehenuk, a consultant for ADS involved with the implementation of AmberFin iCR, said, "The recent expansions and modifications to ADS' existing encoding and delivery architecture is allowing us to benefit from proven workflows so we can focus greater effort on improving capability, quality, and

speed. By offering experienced services such as encoding, metadata, packaging, and delivery, we are able to allow our clients to distribute all of their E-media from a single facility.”

Ariel Ticsay, who heads restoration projects at ADS, and will direct the Digital Operations Center and the use of AmberFin iCR added, “Since the iCR system is scalable, any number of repurposing sessions can occur simultaneously, which results in a more productive and cost-effective work day. With iCR, ADS will be able to support all of our client demands and deliver visibly superior results.”

The high quality of the resultant imagery produced by AmberFin iCR is created by several process technologies derived from AmberFin's intellectual property and implemented as high performance software algorithms within its iCR software. These include Ph.C motion estimation, compression pre-processing, 3:2 cadence correction and very high quality scaling, deinterlacing and colorspace algorithms for superior up/down/cross conversion for HD, SD and sub SD transcoded deliverables.

About ADS

ADS (Advanced Digital Services) is a leading global provider of value-added post-production services that include standard definition/high definition, digital new media, restoration, duplication and electronic delivery services to the media and entertainment industry. The company employs many of the industry's elite 'craftsmen' and its highly skilled personnel possess significant industry experience and knowledge. ADS provides 24/7 audio and video post-production services, delivering the industry's highest quality movie trailers, electronic press kits (“EPK's”), episodic television programming, motion pictures and television spot advertisements. With a complete end-to-end digital workflow built to maximize flexibility, efficiency and quality, ADS serves the most respected and recognized motion picture and television studios, media and entertainment companies and advertising agencies in the United States and abroad.

ADS' customer-centered approach to projects results in the delivery of consistent high-quality assets, on time and on budget. For more information, contact 323.468.2200 or www.adshollywood.com .

About AmberFin

AmberFin enables content owners to maximize the value of their TV, film and video content, from capture through to distribution, while increasing revenues, reducing costs, saving time and eliminating incompatibility issues. AmberFin iCR, with four-time Emmy-award winning technology, plays a key role in turning the content that owners have into the content their customers want. As an open standard, future proof platform that digitizes and transforms new and archived content, AmberFin iCR delivers the best quality pictures at smaller file sizes across multiple delivery platforms, including the Internet, VoD, TV, mobile and

other small screen devices. AmberFin already has hundreds of iCR systems in the field, and is trusted by some of the world's most prestigious companies including Sony, NBA, Turner Broadcasting, BT, Channel 4, RTM and Warner Brothers, managing the digitization and repurposing of their content.

Privately held by Advent Venture Partners, AmberFin is part of the Snell & Wilcox Group, headquartered in Basingstoke, UK. More information is available at www.amberfin.com.

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