



ADVANCED DIGITAL SERVICES

## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

#### **Advanced Digital Services Enhances its HD Post Services with New DVS CLIPSTER®**

*Hollywood's leading post-production facility now supports latest digital image compression standards  
and 4K DI encoding projects*

**HOLLYWOOD – OCTOBER 6, 2009** – Advanced Digital Services, Inc. (ADS) today announced the launch of the latest generation CLIPSTER® DI offering at its facility, which will add to the diverse array of high-end post-production services currently offered by the company.

CLIPSTER, DVS' flagship workflow product, is an award-winning solution that allows the user to complete a variety of DI (Digital Intermediate) tasks, including capturing, DCI mastering and the ability to edit uncompressed 4K data.

When previewed to the public at this year's NAB, ADS' Technical Operations Manager Tom Sehenuk knew that the system was a perfect fit for their recently-opened Digital Operations Center, as it had the ability to handle the sophisticated encoding and transcoding specifications for a major client.

"We've used DVS' systems at ADS for the last five years for services like restoration, editorial, and graphics," said Sehenuk. "Incorporating the latest CLIPSTER now allows us to produce JPEG2000 workflows in real-time. We're doing encoding for Universal's archive right now, and they specifically requested CLIPSTER because it is the only system certified to handle their JPEG2000 requirements. Adding it to our Digital Operations Center is the 'icing on the cake', allowing ADS to provide an even broader range of mastering and distribution formats in one facility."

In addition, CLIPSTER can support the direct decoding of REDCODE™ RAW material in the timeline, and users can completely integrate RED™ metadata – with the increasing number of RED camera users needing HD editing services, ADS can now accommodate these clients, instead of sending them to another post house.

“We would constantly get calls for RED workflows, and now we don’t have to turn those clients away. Although both generation CLIPSTER systems will expand our current service capacity, we are excited to push into RED, JPEG2000 and DCP,” continued Sehenuk.

Jack Fleming, President of ADS, concurred on the company’s latest technology acquisition noting, “ADS has always taken great pride in offering significant value to our client base and the latest generation CLIPSTER is a welcome addition to our editorial workflow and technical resource base. The new offering will provide new and existing customers with specific DI post production tools optimized to reduce workflow complexity, affording a higher level of creative freedom to produce best-in-class assets.”

### **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’s customer centric 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](http://www.adshollywood.com).

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