

Advanced Digital Services in Hollywood Boosts Post Production Workflow with JMR Electronics BlueStor PeSAN RAID Storage

Leading post production studio deploys JMR Electronics' patented BlueStor PeSAN RAID storage technology to improve workflow efficiency

HOLLYWOOD, CA - April 21, 2009 - [Advanced Digital Services \(ADS\)](#) in Hollywood, one of the largest leading global providers of post production services to the media and entertainment industry, has purchased and installed 128 Terabytes of JMR Electronics' [BlueStor™ PeSAN™ RAID storage solutions](#) for their post production applications throughout their facility.

ADS, which specializes in high definition and standard definition video editing and encoding; duplication; video and audio restoration; audio post production; as well as a variety of new media encoding, authoring and distribution solutions, has dramatically enhanced and reduced its workflow windows with JMR's patented PCIe-based RAID storage solutions.

The extremely robust, uniquely designed and disruptive BlueStor™ PeSAN™ technology, based on the PCIe standard, is wide bandwidth, high performance and massively scalable storage using a switched architecture that avoids costly secondary bus bridges or components required for all other connection methods like SCSI, Fibre Channel and InfiniBand. BlueStor PeSAN [Direct Attached](#), [Expander](#), [Extender](#) and [Server](#) solutions deliver extremely high performance and availability - providing a clear alternative to expensive InfiniBand, Fibre Channel and SCSI solutions.

"We needed to find the highest performing server and storage solutions for our Mac based editing suites and needed additional storage for our encoding and restoration services," said Russell Ruggieri, Director of Engineering at ADS. "What's more, we needed an affordable plug-and-play solution that could easily scale in performance and capacity, have a small footprint and was extremely reliable. Last, we wanted a system that delivered that highest consistent performance over a wide range of file types and sizes. After our due diligence, it became very clear that JMR and their BlueStor technology was the ideal choice. JMR's BlueStor PeSAN RAID solutions delivered on all counts. In all, we purchased 128 TB and are planning to add more."

"JMR's BlueStor has significantly improved our post production workflow efficiency - the BlueStor products and the company are very impressive," added Jack Fleming, President of ADS. "The time savings alone from having the content readily accessible in real-time have helped to reduce our post production times and allows us to do more projects in the same amount of time that it took to do one, a win-win for all."

"The trust placed in our BlueStor solutions from prominent post production houses such as ADS is a testament to the performance benefits of PCIe connected storage," concluded Josef Rabinovitz, president and CEO at JMR. "We have pioneered award

winning storage solutions since 1982, and are far ahead of the industry in PCIe technology - with seven years of development. Our current BlueStor line can deliver up to 1.4 GB/s throughput from a 16-bay 3U chassis, and can scale performance up to 4 GB/s and over 4 PB of storage capacity. That's enough performance and capacity to address applications ranging from multi-stream SD/HD VOD, to uncompressed HD editing to 2K and 4K Digital Intermediate workflows. Bottom line - BlueStor delivers."

About Advanced Digital Services

[Advanced Digital Services \(ADS\)](#) 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 coupled with a state-of-the-art studio results in the delivery of consistent high quality assets to their customers, on time and on budget. For more information, contact 323.468.2200 or visit www.adshollywood.com.

About JMR Electronics, Inc.

[JMR Electronics](#) is the Leading Value Provider of Scalable Storage Systems for Performance, Capacity and Availability Driven Applications in the Government, Rich Media, VOD, Video Surveillance and Web 2.0 markets. JMR has been providing OEMs, resellers and government contractors' award-winning solutions since 1982. Recently, JMR successfully developed patented disruptive storage technology based on the [PCIe standard](#) that brings ultra high-performance, high availability and low-cost designs to market. The company's new strategy for PCIe based 'Direct-Attached Storage', 'PCIe server' and 'Network-Attached Storage' is expected to become the standard for small-to-medium and medium-to-large scale deployments over a broad range of IT and video applications. JMR recently introduced its new [BlueStor 888 \(TM\) 8-bay storage system](#) aimed at micro-businesses and SMBs. At NAB 2009, JMR introduced its new [Fibre Channel RAID storage offering FibreStream \(TM\)](#).

For more information about JMR Electronics or the BlueStor PeSAN product line, visit www.jmr.com or contact the company at (818) 993-4801, or sales@jmr.com.

#

BlueStor™ and PeSAN™ and BlueStor 888™ are trademarks or registered trademarks of JMR Electronics. All other registered trademarks are the property of their respective owners and are hereby acknowledged.