



ADVANCED DIGITAL SERVICES

NEWS RELEASE

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

HOLLYWOOD – January XX, 2009 – Advanced Digital Services, Inc. (ADS) announced today the addition of their new Digital Operations Center and the integration of Snell & Wilcox's iCR system to manage MPEG-2 based media assets across multiple distribution platforms and devices.

ADS's new 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. Snell & Wilcox's iCR, the preferred platform for many of ADS's customers, is a content mastering and repurposing system that integrates image conditioning, content mastering, quality control and content repurposing functionalities into one workflow. With the iCR, along with its other encoding tools, ADS can complete multiple mastering and repurposing tasks in about the same amount of time that a traditional encoding system takes to perform a single encode/transcode task.

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

Tom Sehenuk, a consultant who oversaw the implementation of the system, agrees. "By recently expanding and modifying ADS' existing encoding and delivery architecture, we benefit from proven workflows to focus on capability, quality, and speed. Our approach to offer experienced services including encoding, metadata, packaging, and delivery allows our clients to distribute all of their E-media from one facility," he said.

Ariel Ticsay, who heads restoration projects at ADS, will direct the Digital Operations Center and the use of the new iCR system. “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,” Ticsay added. “With the iCR, ADS will be able to support all of the client demands and deliver visibly superior results to our clients.”

The high quality of the resultant imagery produced by the iCR system is created by several process technologies developed by Snell & Wilcox. These include Ph.C motion estimation, Prefix compression pre-processing, DEFT 3:2 cadence correction, FormatFusion up/down/cross conversion, and MOLE, which delivers high-quality, multi-generation compression performance.

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.

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