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DataDirect Networks and DVS Deliver 4K-Capable Storage System Powering India's Leading Film Services Group

Adlabs -- a Reliance ADA Group Company -- Delivers Hundreds of Hours of 4K, 2K and HD Film Content From a Single, Consolidated DI Storage Platform

AMSTERDAM, THE NETHERLANDS--(Marketwire - September 10, 2009) - IBC Show -- DataDirect Networks, Inc. (DDN), the data infrastructure provider for the most extreme, content-intensive environments in the world -- including the largest online gaming and music sites, social networking applications developers, photo and video sharing services, high-performance computing environments, and more than 450 broadcast and post-production facilities, today announced that Adlabs -- a Reliance ADA Group company -- has delivered hundreds of hours of 4K, 2K and HD film content using the company's S2A™ storage platform.

In production now for 17 months, the system -- deployed by DDN partner DVS -- has been instrumental in powering Adlabs' remarkably prolific film services and distribution workflow. From simultaneous editing in up to 4K resolution all the way to parallel scanning and printing, the DDN-DVS solution delivers dependable storage performance to support Adlabs' demanding production schedules.

"Our DDN system has been tireless and rock solid," according to Anantha Krishnan, Technical Director at Adlabs Films. "Since implementing the DDN S2A solution, Adlabs has been able to deliver over 105 hours of 2K, 133 hours of HD, and 28 hours of 4K content."

Adlabs is one of the largest entertainment organizations in India. The only FACT accredited facility in Asia, Adlabs is processing the largest number of Hindi films every year. In their Film & Media Services business unit, Adlabs enjoys a dominant and comprehensive presence across India and beyond in the areas of Processing & Post, Studio & Rentals, Restoration & Content Management and Digital Cinema.

At the Adlabs facility in Mumbai, the DVS-SAN based on DDN's S2A Storage Systems is installed as the core of the workflow. With its customized DVS-SAN, Adlabs has gained a total capacity of 350 TB. The storage solution is comprised of 240 TB nearline storage and 110 TB of online real-time storage, equipping Adlabs with sufficient capacity to work on several film projects simultaneously. Data rates that easily ensure multiple parallel real-time streams in uncompressed 2K and 4K resolutions are effortlessly accomplished by the DVS-SAN.

Thanks to DDN's and DVS's cutting-edge solutions, Adlabs' operators, editors and colorists are able to achieve the required high data rates and manage uncompressed 2K and 4K material in real time.

Along with the DVS-SAN, several DVS CLIPSTERS and a DVS SpycerBox were included in Adlabs' sophisticated DI architecture.

About the S2A9900

As DataDirect Networks' flagship S2A platform, the industry-leading S2A9900 provides extreme performance and capacity, with the ability to manage 2.4 petabytes in only two floor tiles and deliver sustained throughput of up to 6 gigabytes per second for both writes and reads, per appliance. The DVS-SAN deployed at Adlabs is based on DDN's S2A9900.

The DVS-SAN

As a central storage unit, the DVS-SAN offers the necessary RAID-6 protection for sensitive data while simultaneously providing maximum performance for quick access from any workstation. The DVS-SAN is designed specifically for the requirements of the post production and broadcast industries and is precisely adapted to the client's individual workflow needs.

About DataDirect Networks

DataDirect Networks, Inc. is the data infrastructure provider for the most extreme, content-intensive environments in the world -- including the largest online gaming and music sites, social networking applications developers, photo and video sharing services, high-performance computing environments, and more than 450 broadcast and post-production facilities around the globe. Having sold over 250 petabytes of Extreme Storage systems worldwide, the company's storage technology delivers massive throughput, scalable capacity, consistency, efficiency and data integrity for today's extremely competitive and evolving markets. Founded in 1998, DataDirect Networks serves customers through its global partnerships with Dell, IBM, Sony and other industry leaders; and through its offices in Europe, India, Asia Pacific, Japan and throughout the U.S. For more information, go to www.ddn.com or call +1-800-TERABYTE (837-2298).

About DVS

DVS is a leading manufacturer of high-quality hardware and software for the digital film and video post production, broadcast, presentation and event markets. DVS applications span the areas of R&D, production of popular TV series and Hollywood blockbusters, and enable 4K films for Digital Cinema. With over twenty years of experience in the professional video industry, DVS has cultivated a "passion for perfection," and continues to develop revolutionary systems for customized, flexible, high-performance workflows. DVS was the first company in the world to make real-time 4K processing possible. CLIPSTER®, DVS's flagship product, has won several prestigious awards, including this year's NAB Post Picks Award. At the BANFF World Television Festival, DVS was honored with the 2009 Deluxe Outstanding Technical Achievement Award. Headquartered in Hanover (Germany) and Los Angeles (USA), DVS also has branch offices in Miami (USA), Paris (France), and Singapore. www.dvs.de

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