

For Immediate Release



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SCENARIST, LLC ACQUIRES AUTHORIZING TECHNOLOGY Company To Support Hollywood's 4K UHD Blu-ray Disc Evolution

NOVATO, CALIFORNIA (September 23, 2014) - Scenarist, LLC, a newly formed digital entertainment technology company based in Marin County, California, announced today that it has entered into an assignment agreement to acquire rights to the Scenarist brand DVD-Video and Blu-ray Disc authoring technology and products from a subsidiary of Rovi Corporation (NASDAQ: ROVI). Scenarist, LLC will offer mission critical support, workflow enhancements, and key innovation including support for 4K Ultra High-Definition ("UHD") for the Scenarist BD authoring system in time to meet Hollywood's launch of BD titles with UHD content.

Since its introduction in 1996, Scenarist has become the "gold standard" of authoring systems for disc-based digital video content distribution. Authoring facilities that service the home video departments at major motion picture studios quickly standardized on the Scenarist brand DVD-Video and Blu-ray Disc suite of authoring tools due to the systems' flexibility in player control and strict adherence to the format specifications. Today, more than 95% of major movie titles are authored using Scenarist products and technology for release on DVD or Blu-ray discs.

The launch of Scenarist LLC is timely given that the Blu-ray Disc Association (BDA) confirmed at the Consumer Electronics Show (CES) in January that an extension to the Blu-ray Disc specification would include UHD video streams. At IFA 2014, the BDA indicated that they anticipated finalization of the specifications for 4K BDs, including potentially a larger format disc carrier, by summer 2015 with the first players arriving by Christmas 2015.

"Our business relies on technology advances in the digital media space and right now we are preparing for the 4K video content addition to the Blu-ray Disc specification," said Mr. Matthias Stiehler, managing director at GLS Studio GmbH, a leading authoring facility located in Munich Germany. "We are very excited that Scenarist, LLC is here to continue to innovate and provide new products and support for the long-term."

"Our Blu-ray Disc title demand has increased this year, and we don't see it slowing down anytime soon," said Masanori Nishi, Unit Manager, Package Unit, IMAGICA Corporation in Japan. "We are very excited that Scenarist, LLC will be here to support us as we also look forward to 4K title production in the future."

“The major digital video content publishers require a skilled and proven group to manage the on-going disc publishing technology and to innovate for the coming format extensions,” said, Bob Doris, advisor to Scenarist LLC and founding partner at Accanto Partners, a seed capital investment fund located in Tiburon, California. “The team at Scenarist, LLC have the experience to fully support current release formats, as well as the creativity and technology expertise to make ‘4K’ a reality.”

“DVD and Blu-ray physical media are proven carriers for best-quality entertainment and have an on-going place in the living room and beyond for consumers everywhere,” said, Jim Taylor, renowned author of *DVD Demystified* and *Blu-ray Disc Demystified*, the definitive texts on the specifications. “Even with the shift to online video and new devices, the simplicity, compatibility, and pervasive worldwide presence of DVD and Blu-ray ensures that these formats will keep going strong for many years to come.”

“We are delighted with the ground-swell of support we have received across the industry for Scenarist, LLC,” said Rolf Hartley, managing partner at Scenarist, LLC. “With the launch of Scenarist, LLC we are providing the technical backstop for the industry’s high-end authoring facilities as well as the go-forward innovation that Hollywood demands.”

About Scenarist, LLC

Scenarist, LLC, located in Marin County, California, is the world’s leading developer of professional authoring technology. Scenarist products enable major motion picture companies, high-end authoring facilities, producers and independent content holders to release titles on physical media formats such as DVD-Video and Blu-ray Disc. The company’s core products, Scenarist SD and Scenarist BD, have been the Hollywood-standard since 1995 because they provide unparalleled access to format parameters and enable the ultimate level of authoring creativity for Hollywood’s most demanding titles. Today, the vast majority of DVDs and BDs have been released using Scenarist authoring systems. Scenarist is a Contributor Member of the Blu-ray Disc Association. In 2014, the Blu-ray Disc Association announced new extensions for the Blu-ray format that include support for 4K/HDR video, immersive audio and new features such as Digital Bridge, the ability to legitimately export movie contents in full resolution on to other electronic devices. In April 2015 Scenarist launched the UHDG, a focus group of high-end authoring facilities, technology developers and service providers that will work with Scenarist during the critical development phases of its new authoring tools for Ultra HD Blu-ray. Scenarist and the Scenarist logo are registered trademarks in the United States and other territories, all rights reserved. Contact Scenarist online at www.scenarist.com or via email at info@scenarist.com.