



2010 Marks Doremi's Silver Anniversary

Doremi quietly advances Broadcast and Cinema Technology from humble beginnings in the San Fernando Valley, California

25th Anniversary Celebration Begins at

ShoWest 2010 in Las Vegas

Burbank, CA – March 10, 2010 – Twenty-five years ago this year, Doremi founder and CEO Camille Rizko, invented a better way to perform digital audio for postproduction. Joined by his brother Emil, and fellow engineer Safar Ghazal, the Doremi partners have never looked back.

In 1985, the entertainment industry was beginning the transition from analog, the standard at the time, to digital. It was in the crossroads of these changing times that Doremi's first product was created. DAWN, short for Digital Audio Workstation Nucleus, was one of the industry's first fully digital audio systems and on the forefront of the digital tech revolution in Hollywood.

"We came up with a solution for post houses that performed digital multi-track audio recording and editing on a computer hard drive, said Camille Rizko. "The timing was perfect, and our system quickly gained popularity as an affordable, high quality alternative to tape based recorders and editors."

Flush with this initial success, the Doremi engineers moved into the digital video arena, engineering new products with video recording capabilities. The V1 Video Disk Recorder, which premiered at the National Association of Broadcasting convention (NAB) in 1996, was once again a triumph for Doremi, and again embraced by the industry.

"The success we had with the V1 Video Disk Recorder enabled us to expand worldwide," explained partner and managing director Emil Rizko. We opened facilities in France and Japan to gain a foothold in the lucrative Asian and European markets."

The company's engineering and manufacturing prowess lead to a number of home grown products including the V1-HD JPEG2000 Recorder/Player and the Nugget HD Video Player. These innovative products further burnished the company's reputation as an industry thought leader and important entertainment technology player.

Around 1999 began the stirrings of "Digital Cinema" within the industry, and Doremi was listening. As the DCI specification was nearing completion, it was Doremi who first integrated the JPEG2000 codec into a server, operating at full 2K resolution at IBC, Amsterdam, in September 2004.

Next, Doremi was the first server manufacturer to demonstrate its DCI JPEG2000 cinema server (DCP-2000) playing the encrypted DCI Mini-STEM at CineExpo, 2005. It was this year that Doremi introduced Doremi Cinema LLC to market its line of Digital Cinema servers and mastering systems to the theatrical exhibition market. "Time to market is how we got here today" comments Safar Ghazal, principal partner. "With Camille's vision and direction, we were able to identify and adapt the right technologies into products that serve specific markets."

Doremi was on the cutting-edge of innovation in the analog to digital age in 1985. Now Doremi is a key player in 3D, the entertainment technology trend that is the state of the art today. Not your father's 1950's 3D, the digital 3D technology that Doremi solutions enable represents a revenue-rich advancement for studios and exhibitors, as clearly indicated by the success of Avatar and Alice in Wonderland.

Doremi is well positioned, with its long history of engineering innovation, to support the needs of its customers as the industry continues to transition to all digital platforms and work flows. "Content is still king," says Michael Archer, VP of Digital Cinema. "Our broadcast and digital cinema product lines were developed with technological forethought, and an understanding of where the industry is going today, and in the future."

About Doremi

Doremi Labs and Doremi Cinema are located in Burbank California. Celebrating 25 years, Doremi has been providing award winning hardware solutions for broadcast, presentation and special venue markets. Doremi's innovative engineering group developed and introduced the first digital cinema server capable of playing JPEG2000 digital cinema movies conforming to DCI specifications. Doremi continues to build on that success by anticipating the needs of their customers and defining solutions to solve the new challenges faced by the cinema industry as it continues to make the transition to all digital exhibition. Doremi's family of digital cinema servers and mastering stations set the standard for quality and reliability and are installed in theaters and post production facilities around the world. Doremi's install base of digital cinema playback servers has exceeded 11600 units globally and remains the most installed server in digital cinema history to date.

For more information navigate to <http://www.doremilabs.com/>

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