

## ***EFILM implements DataFrameworks software to manage data pipeline.***

For Immediate Release

**Hollywood, California, - April 24, 2006**

It was announced today that Hollywood's digital intermediate leader, EFILM, has integrated the DataFrameworks file system management tool into its production pipeline to manage hundreds of terabytes of the data across all of their SGI® InfiniteStorage CXFS™ SAN clusters.

John Bennett, Technology Manager at EFILM, has been instrumental in solving the challenges resulting from EFILM's continually increasing data volumes. "DataFrameworks allows our SANs to be managed on a per project basis, providing a repeatable data hierarchy for each project and resource allocation and utilization access to all users. DataFrameworks is one important tool for users to access their managed data on the SAN."

Bob Eicholz Vice President, Corporate Development for EFILM stated, "Prior to DataFrameworks, EFILM managed its hundreds of terabytes of on-line storage manually. As volumes of data grew, EFILM needed a robust data management solution. We found that solution in DataFrameworks."

As a pioneer in the digital intermediate world, EFILM's services include digital mastering and processing, digital assembly of entire feature films, high-resolution scanning and recording for the visual effects industry, digital opticals for features, trailers and commercials, and various tape-to-film services. With the goal of speeding production, more efficiently managing data and ultimately limiting the number of people required to manage that data, EFILM envisions DataFrameworks as a tool that will reduce storage requirements and ultimately reduce costs.

EFILM manages an extremely dynamic and fluid environment with data in constant transition. As the leader in digital intermediate, EFILM is always looking to optimize their efficiencies to allow them the ability to process more productions in a shorter period of time. "We know DataFrameworks will allow EFILM to more efficiently manage their file system," says DataFrameworks Vice President of Sales, Matt Kevorkian. "The real exciting benefit is how DataFrameworks will simplify their process."

"We are excited to have a partnership with DataFrameworks to provide customers like EFILM, a business-oriented application layer above their SGI InfiniteStorage CXFS shared filesystem infrastructure. This combined solution for collaborative management brings organization, consistency and security to their digital cinema mastering workflow," said Chris Golson, Senior Director of Segment Marketing, SGI.

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## About DataFrameworks:

The patent pending DataFrameworks software technology simplifies data management by providing a business centric view of all stored data. It also automates what has typically been an extremely labor intensive and tedious administrative function.

DataFrameworks sets a new standard for the organization of data within a business, or business division as it produces greater efficiency enabling the enterprise to achieve unmatched productivity and ultimately helping to reduce the storage requirements and its associated costs.

DataFrameworks is a product from the software division of Baydel North America, headquartered in San Jose, California. More information on DataFrameworks is available on the Internet at [www.dataframeworks.com](http://www.dataframeworks.com) or by phone in their San Jose headquarters at 408-383-7474.

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