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**CINEDECK PARTNERS WITH LIGHT IRON AND FNTECH AT NAB 2016**

New York, NY - April 7,2016 – Cinedeck confirms that partnerships will be highlighted at NAB this year to illustrate the versatility of Cinedeck hardware platforms. Cinedeck’s diverse roster of clientele and production environments point to how multi-functional Cinedeck’s solutions are.

“We’re very excited to have both Light Iron and FNTECH in our booth this year to help show the different ways Cinedecks are used across the industry”, says Charles Dautermont, Cinedeck’s CTO. “Both companies have created cutting edge workflows, leveraging the most advanced tools for a seamless production, from camera to post.”

While Cinedeck will focus on post-production applications using their line of hardware platforms, specifically File-based Insert Edit, Light Iron and FNTECH will demo a variety of capabilities including their cutting edge logging tools that are more than just a growing trend. As budgets continue to shrink, on‑set media management solutions have become an essential part of multi-cam production. They allow multi-channel automation and documentation of indispensable metadata for editors and post production while simultaneously providing creative and editorial control immediately instead of hours or days after shooting has finished.

Light Iron’s Live Play 4 has a new Live Logging feature, which allows users to tag takes as cameras roll. Currently implemented on a popular, *Sesame Street*, Live Play 4 is paired with Cinedeck for live logging across a multi-cam feed. Custom tags such as character, location, and props can be simultaneously applied to takes from each camera in the feed, along with automatically generated tags such as camera, scene, take, and day. Live Play’s high-performance clip distribution then drives on-demand, multi-user playback of thousands of clips on authorized iPads or Mac computers.

“Live Play 4 is the latest addition to our suite of on-set post solutions”, says Michael Cioni, President of Light Iron. “Creatives want tools that empower their collaborative process. Pairing Live Play with Cinedeck replaces outdated VTR workflows, so you spend less time searching for the right clip and more time collaborating with key crew and editorial.”

While Light Iron’s focus is on multi-cam episodics, FNTECH’s Workflow Suite is optimized for multi-cam live events and reality productions. “Our custom turn-key package is an incredibly powerful and efficient way for productions to implement a digital workflow from on-set ISO records to post-production”, says Curt Fuglewicz, President of FNTECH.

FNTech’s Workflow Suite looks after everything - starting by recording Hi-Res and proxy files with Cinedecks to Avid ISIS or custom storage. Live log notes can be created in real time, tying directly into Avid, proxy search and the Workflow Suite player. Back-up and Archiving with MD5 checksums is also handled by Workflow Suite, making sure your media is safe throughout the entire process. Since the system is customized for each production, the possibilities are endless. “We’ve even created a remote confession camera, triggered automatically by Reality show participants that we are showcasing at NAB,” says Curt.

FNTECH’s Workflow Suite and Cinedecks have been used on reality shows such as Big Brother Canada, Chopped Canada, Chef In Your Ear and Canada’s Smartest Person. Multi-cam live events include: Canada’s Walk Of Fame Gala, the Juno Awards, Canadian Country Music Awards, and theatrical releases of Stratford Shakespeare plays.

“Cinedeck has always been the only option for us. Their hardware and software is so versatile, it fits perfectly into our custom designed packages and their level of support is unmatched, allowing us to be as creative as we want in tailoring packages to exactly what our customers need,” says Curt.

Live workflow demonstrations from Light Iron and FNTECH can be seen at Cinedeck’s NAB booth – SL15413, in Las Vegas, April 18-21.

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About Cinedeck

Founded by cinematographers, and headquartered in New York City, USA, Cinedeck manufactures innovative recording systems for use in all video production environments. Along with on-set monitoring, playback and quality control capabilities, these recorders also unify end-to-end, camera-to-post-to-archive workflows by offering the industry’s most comprehensive range of ready-to-edit output formats. The company’s products have been adopted by hundreds of TV and cinema productions, and won TV Technology’s 2010 STAR Award, the 2010 Vidy Award, DV Magazine’s Award of Excellence, and Studio Daily’s 2012 Prime Award for Best User Interface/User Experience. The modular Cinedeck ZX directly addresses the market need for fast but cost-effective systems for broadcast and cinema production and post.

About Light Iron

Light Iron, a Panavision company, specializes in mobile dailies, digital intermediate, archival, and data services for projects originated on file-based motion cameras. With facilities in Hollywood, New York City and New Orleans, Light Iron serves projects at both the independent and studio level. The company distinguishes itself by providing clients post production workflows that minimize time, maximize image fidelity, and increase creative control. Recent credits include features such as *Ride Along 2*, *Whiskey Tango Foxtrot* and Oscar-nominated *Anomalisa*, commercial campaigns for Gap and Jaguar, and the television series *The Walking Dead*, *Baskets*, and *Transparent*. Follow the company on [Facebook](https://www.facebook.com/lightiron), [Twitter](https://twitter.com/light_iron), [Instagram](https://www.instagram.com/lightironpost/), [Vimeo](https://vimeo.com/channels/626226), or [LinkedIn](https://www.linkedin.com/company/light-iron).

About FNTech

FNTECH is based in Toronto, Canada and is a company specializing in designing and implementing digital recording and post-production workflows for broadcast television. A leader in tapeless workflow solutions, FNTECH offers a full turn-key service, working with producers in both the production and post-production phases. This level of support ensures your project runs smoothly and efficiently. Each client is treated as a new custom project, with software designed specifically for their individual application.

**Media Contact**: Jane Sung, Cinedeck, jane@cinedeck.com, (646) 747-0727