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Lanterna Magica's *Reality* Cuts Production Time, Expense of Reality TV Creation

Innovative, turnkey solution provides on-set, instant access to video material, and content description. Offers user-searchable library.

MONTREAL —November 9, 2005 — Lanterna Magica, the video indexing and logging specialist, today announced the launch of *Reality*, an innovative new system that greatly streamlines the production of non-scripted television shows, allowing directors to create compelling storylines — on the fly, in real time.

“So many hours are wasted digging through miles of raw footage just to find those 30-second gems that make up the winning episode,” said Lanterna Magica’s CEO Pierre Rinfret. “*Reality* puts an end to that monotonous process, letting directors spend less time searching for standout clips and more time making the next gripping hit show.”

Reality makes it easy to quickly assess hours of raw video material from multiple cameras, and make shot selection decisions in just minutes – directors can encode, log, view, browse and search video and metadata while shooting is in progress, saving valuable post-production time and money.

Building reality TV storylines on set and on the fly becomes an essential part of the multi-camera production process with *Reality*. A Web-based video content description system, *Reality* works from any number of locations with no special software to install. It supports an unlimited number of camera feeds, so producers can feel at ease using as many cameras as necessary to capture all the action. Staff can access footage at any time, from any location — well before shooting is finished — and create shortcuts to quickly and simply access their content.

Camera feeds can be distributed to a variety of devices, including tape decks, high-capacity disks, as well as to the Logger, *Reality's* own storage medium. The Logger ingests audio, video, and timecode signals and produces compressed digital video for browsing that is synchronized with the timecodes and content descriptions entered by operators. *Reality's* searchable video library functions as the repository for stored digital video and metadata.

The entire production, starting from Day One, is always available to search, play, and browse, even as more content is being ingested. Users can search *Reality's* library by (participant) name, date, time, interest rating, location, and keyword for specific actions and emotions. Search results appear as thumbnails with descriptions, and can be played out immediately. In and out points are easily marked and compiled into a rough-draft EDL (edit decision list) that can be used with any nonlinear editing system, including Avid and Final Cut Pro.

Reality is a turnkey combination of hardware and software. Lanterna Magica staff installs the hardware in its clients' production sets, trains their staff, and provides on-site or remote support as needed.

Lanterna Magica will be demonstrating *Reality* in New York at NABPOST+, booth 333, Nov. 15-17. Learn more about Lanterna Magica's turnkey solutions for live video capture, indexing, search, and playback at www.lanternamagica.com.

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About Lanterna Magica

Lanterna Magica develops video logging and indexing systems and services for film and TV productions and for any type of organization that produces or distributes video. The company's flagship product, *Reality*, is designed for reality TV productions and other unscripted shows. Used on major North American productions, its real-time logging and instant access to video and descriptive content simplifies the selection of material and the editing process.

Lanterna Magica Contact: Pierre Rinfret CEO, Lanterna Magica T : (514) 807-5296 F : (514) 807-5705 Pierre@LanternaMagica.com	Agency Contact : Nicki Dittmore Wall Street Communications T : (801) 533-2669 F : (801) 534-0054 nicki@wallstreetcom.tv
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