

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

**Lanterna Magica's New Indexing Service Provides Onsite,
Online & Ready-To-Go Video Asset Library**

**Allows users to generate new revenue streams — easily
repackage, resell and redistribute video assets**

MONTREAL — November 29, 2005 — Television show producers, broadcasters and other companies with substantial video assets can now easily search and browse thousands of hours of material from any location in the world, select and play specific clips, and even email clips to colleagues with a new Indexing Service from Lanterna Magica.

“Our Indexing Service is a great tool for organizing video archives large and small in a way that guides producers to the perfect clip quickly and easily, but its value is far greater than that,” said Lanterna Magica CEO Pierre Rinfret. “It helps them make the most of their archive’s full potential through strategic repurposing for resale, repackaging, and distribution over the Internet. They can even add targeted advertising to clips to further increase revenues from existing video resources. Ultimately, producers who utilize our Indexing Service can profit from video clips again and again.”

Customers of Lanterna Magica’s Indexing Service get started by sending their video archives to the company in any format. Skilled indexers then ingest and encode the

material at any resolution, and index it according to customer-specified business goals. They can also suggest application-appropriate indexing schemes from high-level to fine shot-level indexing, and make sure content descriptions are consistent throughout the entire library. The index can also incorporate closed-captions — the perfect solution for productions in which text takes precedence over image, such as newscasts.

With the indexing complete, Lanterna Magica returns a ready-to-use searchable video library and search engine. New material can be added at any time, and the entire library can be browsed and queried by date, TV series, person, location, action, emotion, and/or any other keyword from any Web-enabled computer.

Search results are returned instantly as thumbnail images that can be played right away and integrated into a new project or set aside for quick access at a later date. Shots can be marked in, marked out, and emailed to clients or colleagues who can play the material, read a description of it, and email back an order of the shots they want. Producers can also choose to give their clients the ability to make searches themselves by opening up the library with or without password protection. Furthermore, commercials can be easily inserted before and after clips. This functionality allows marketers to reach their target audience more efficiently and thus create a new revenue stream opportunity.

Lanterna Magica's Indexing Service is volume-based, allowing customers to choose the indexing plan that matches the size of their video archive and upgrade as their indexing needs grow. Learn more about the service, plus Lanterna Magica's other 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. The company also offers a complete Indexing Service to allow producers and broadcasters to exploit their video assets through repackaging, resale or redistribution.