

PURE FAIRLIGHT

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FOR IMMEDIATE RELEASE

PRESS RELEASE

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France Télévisions - one of Europe's largest broadcasters partners with Fairlight

Sydney, Australia – Fairlight, a leading force in digital audio technologies, is proud to announce that France Télévisions has chosen Fairlight's Audio Post Production system EVO to upgrade 25 of their regional studios. Recent changes to France Télévisions production and distribution of regional news and programs required a complete workflow solution seamlessly integrating audio post in a news production environment.

Following a detailed technical and operational evaluation process as part of a European Union tender, Fairlight EVO was chosen by a France Télévisions expert review panel out of many international suppliers as the preferred audio post solution. Fairlight EVO's superior tactile control surface, the high speed processing power of its CC-1 Media Engine and the customization opportunity of the new iCan technology was recognized by France Télévisions to deliver faster and higher throughput. The expertise to handle complex workflows through innovative management tools such as TTWASS (Total Tapeless Automation System Suite) together with strong service support from Broadcast Architech, Fairlight's distribution partner in France, supported the decision to partner with Fairlight.

Jean-Claude Kathriner, CEO of Fairlight says "We are delighted that France Télévisions is joining the increasing number of broadcasters around the world selecting Fairlight technology for their audio post production requirements. We are looking forward to working closely with France Télévisions and Broadcast Architech to ensure smooth implementation of the systems." Installation of the first regional studios is scheduled for January 2013.

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About Fairlight:

Fairlight is a Sydney-Australia based leading manufacturer of professional video and audio recording, editing and mixing systems offering desktop, console and mouse based environments. Fairlight is at the forefront of audio IP, having received numerous Scientific and Technical Academy Awards. Pioneering 3D sound development and customized control surfaces acknowledged by industry leaders as being the fastest and most ergonomic available. www.fairlight.com.au

Broadcast Architech is based in Paris-France and the exclusive distributor of Fairlight products in France, Belgium and Luxembourg. www.broadcast-architech.com