

## Technicolor's New MediAffinity Service Provides The Weinstein Company with a Fully Automated Digital Library Management System

*MediAffinity Protects, Organizes and Leverages Digital Content*

**PARIS, France & HOLLYWOOD, Calif. – (October 12, 2010) – [Technicolor](#)** (Euronext Paris FR0010918292; NYSE: TCH) today announced it has launched its MediAffinity digital library management service and will provide a fully automated content management service for The Weinstein Company.

MediAffinity, a new service from Technicolor, is a fully automated workflow solution that enables content owners to organize, protect and leverage their library assets, and preserve and digitize deteriorating physical assets. Customers will have access to this service through a highly intuitive Web interface, where they will use the power of MediAffinity to automate, access, archive and securely distribute their library content.

"MediAffinity provides the technology and content management innovations required to leverage assets in a digital world," said Chuck Parker, president of Technicolor's Digital Content Delivery division. "The complexity and demand for more digital products is growing and MediAffinity offers an immediate-access solution that will allow our customers to avoid capital expenditures and development time related to internally building digital media management capabilities."

"We've worked with Technicolor for many years and we're very excited to begin using their MediAffinity service to help us better leverage our library of titles by ingesting, preserving and distributing them with this next generation tool," said Lew Rothman, executive vice president and chief technology officer for The Weinstein Company. "We felt that Technicolor offered the best solution because it allows us to have direct control to initiate workflows and process orders through the customer-facing Web portal."

The Weinstein Company will have the capability to initiate automated digital media workflows, including transcoding and delivering content files and rich metadata to their licensees and distribution partners such as Xbox, Amazon, Sony, Singtel and others. Assets ingested for The Weinstein Company will be available on a searchable basis with streamable proxies for each asset.

MediAffinity addresses the needs of cable networks, syndicators, production companies, news and sports organizations, and non-profits, by providing a way to increase revenue by offering a self-managed model for automation of digital content including automated transfers, DRM-enabled global digital distribution, and a digital archive that provides multiple storage options to fit each company's unique needs.

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### **About Technicolor**

With more than 95 years of experience in entertainment innovation, Technicolor serves an international base of entertainment, software, and gaming customers. The company is a leading provider of production, postproduction, and distribution services to content creators and distributors. Technicolor is one of the world's largest film processors; one of the largest independent manufacturers and distributors of DVDs (including Blu-ray Disc); and a leading global supplier of set-top boxes and gateways. The company also operates an Intellectual Property and Licensing business.