



Eyeframe Installs HD DVD & Blu-ray Authoring Equipment **--Company begins work on Two Optimum Releasing Titles--**

17th May 2006 – Eyeframe, the DVD sister company of Dubbs, announced today the acquisition of both HD DVD & Blu-ray authoring technology, which has now been installed in its state of the art suites. Eyeframe is one of the first companies in the UK to be working on these formats and will start production of two HD DVD's for Optimum immediately.

The Scenarist 4 and CineVision from Sonic Solutions are the world's first HD authoring and encoding systems and were chosen by Eyeframe to offer the latest technology to its clients. First to take this opportunity is Optimum Releasing, which will be one of the first distributors in the UK to release on both HD DVD & Blu-ray formats.

James Greenwall, Head of Sales & Marketing at Eyeframe comments; "Eyeframe wanted to start working with the next generation DVD technology as soon as possible. The advanced capabilities in both design and authoring lend themselves perfectly to the work we are already producing. We are delighted to be working with Optimum Releasing on their initial HD titles, the first being **Wolf Creek**."

Eyeframe has established itself as one of the leading creative authoring facilities in Soho. It has an award winning design team, led by Peter Dunphy, which has just won the coveted 'Menu design award' for Optimum at the Home Entertainment Week awards on 5th May for **Dead Man's Shoes**.

-ENDS-

Images are available for Wolf Creek at www.optimumreleasing.com/press/?id=196

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