



## NEWS RELEASE

### CODEX DIGITAL RAMPS UP INTERNATIONAL SALES FORCE

Miguel Ferros joins sales team, and Band Pro becomes US distributor

**London, Sept 7<sup>th</sup>, 2007** -- Codex Digital, specialist in high-resolution media recording systems, is ramping up the international sales capabilities for its HD 2K 4K field recording products with the signing of Miguel Ferros as its new head of sales, and the appointment of Band Pro Film & Digital as US distributor. With real-life productions of all scales successfully completed on the Codex Production System, and the release of its new Portable field recorder scheduled at end of the year, these appointments are designed to support Codex Digital as a market-leading supplier of digital recording and production workflow solutions.

Ferros has worked at the forefront of high-resolution workflows, having most recently been manager for advanced film and post production at Avid in Europe. Before that he played a pioneering role in Digital Intermediate, having brought to market 5D Colossus, now Autodesk's Lustre grading system. As head of sales, Ferros will be responsible for establishing and managing Codex Digital's global sales, distribution and support channels.

Band Pro Film & Digital is headquartered in Burbank, California, and is a leading supplier of film and digital cameras, plus accessory equipment. The company is well known for providing expertise and equipment at the highest levels to the motion picture and broadcast production markets across the US, particularly in high-definition and education.

Speaking about the new appointments Paul Bamborough, a co-founder of Codex Digital, said: *"The response to Codex Digital systems shows that the market is very ready for high-resolution digital production. With Miguel's arrival we have added expertise in depth, to help Codex become a leading supplier of digital recording and production workflow solutions. Obviously we need to make our mark in the world's biggest production centre, and with Band Pro we will be working with an organisation that has the knowledge, expertise and enthusiasm to sell and support our products across LA and the wider US markets."*

Michael Bravin, chief technology officer at Band Pro, said, *"I am looking forward to the alliance between Band Pro and Codex. Band Pro has always formed alliances with companies who help to push forward technology and Codex has taken the tapeless production paradigm and created a new standard."*

Codex Digital systems include the original HD 2K 4K Production system, and the forthcoming Portable field recorder – both of which deliver brand new opportunities for single and multi-camera production and provide powerful workflow capabilities between set and post-production.

Miguel Ferros commented: *“I am really excited to be joining Codex Digital. This is the right time for a company providing unique solutions to the maturing HD market and the emerging high resolution digital cinematography sector. Everyone at Codex Digital has a high pedigree in film and television, and their vision and knowledge is reflected in products that combine cost-efficiency with concrete and far-reaching improvements in both video and data workflows.”*

**- Ends -**

**About Codex Digital:**

Codex Digital is headquartered in Soho, London, from where it designs and manufactures high-end digital equipment for motion picture and broadcast production. Products include: an award-winning high-resolution media recorder, which captures moving images from the new generation of digital motion picture cameras, at up to 4K uncompressed resolution; plus a range of high-performance media management stations to manage the entire workflow of a digital production from set to post production. With the introduction of the Codex Portable, the company is setting a whole new standard for digital cinematography.

**Editor’s Note:**

The product names and registered trademarks mentioned in the news release are each the property of their respective owners.

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