



Silvertrak

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News Release

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For immediate release

**SILVER TRAK DIGITAL COMPLETES MAJOR EXPANSION OF BROADCAST
DUPLICATION, QC AND DIGITISATION SERVICES**

Also hires leading industry experts in the field

SYDNEY, 10 July 2012 – In one of the most significant expansions of its kind Silver Trak Digital, already one of Australia's largest duplication and authoring companies, has completed a major expansion to now offer a full range of broadcast duplication, QC and digitisation services for the broadcast, production and post production industries.

Silver Trak MD Christian Christiansen explained, “Since we acquired Silver Trak the company has gone from strength to strength with month on month growth in our core areas of audio, visual and data content management, disc duplication and replication. We were also doing more and more in the areas of broadcast duplication, QC and digitisation but there was clearly a gap in the market as demand was continually growing, so we decided to invest in a major way to meet that demand. That’s where our new technology partners Buff Dubs came in.”

Founded in 2005 by Tim Creswell and Aaron Bush, Buff Dubs is a highly successful Sydney-based media technology and service provider to the production and post production industries. In what Christiansen describes as a “win-win situation for the industry” Silver Trak Digital’s broadcast duplication, QC and digitisation capabilities, as a result of the company’s technology partnership with Buff Dubs, now ranks as one of the most comprehensive in Australia.

Christiansen added, “It made perfect sense to have Buff Dubs as our technology partner so we can offer very comprehensive broadcast duplication, QC and digitisation services backed by an expanded team and the latest equipment.

In addition to the technology partnership Silver Trak has also recruited some of the industry’s leading figures in broadcast duplication, QC and digitisation to ensure the company provides very best possible service for its clients in these areas.

Christiansen explained, “We have significantly bolstered our team with some of the most well-known and highly regarded professionals in their field now working for Silver Trak Digital. These include Vince Brant as QC and Technical Assessment Manager and Anne Duroux and Matt Christie as Customer Service Managers. It’s a formidable team with over 70 years industry experience between them and we’re delighted to have them all on board.”

Vince Brant has been in QC and technical assessment for over 28 years, 16 of those in Australia and is widely credited with setting the standard for QC and technical assessment in this country.

Brant said, “Silver Trak Digital is using the latest state of the art equipment for tape and file-based format QC and technical assessment. The workflows are better and more efficient than any I have worked with before and we truly offer an established product and system that works as an efficient backup for editors, rather than a simple process that merely waits for drop-outs. Silver Trak’s expansion is a very exciting development for the Australian industry and I am delighted to be a part of it.”

The new Silver Trak broadcast duplication, QC and digitisation services utilise the very latest in equipment including a brand new Snell Alchemist Ph.C HD motion-compensated standards converter with film tools and Dolby E options, multiple fully optioned SR550 decks, DVCAM decks, DVCPRO decks and DigiBeta decks and several Final Cut Pro and Avid editing suites.

Christiansen concluded, "Silver Trak Digital represents a new type of lean, efficient, reliable and ultimately capable company servicing the broadcast and production industries. With our significant capacity and state of the art equipment we can offer the very best services and most efficient workflows. We have a highly skilled and experienced team and an absolute dedication to our customers across all areas of broadcast duplication, QC, asset digitisation and CD, DVD and Blu-ray duplication and replication. It's an exciting time for Silver Trak and our clients and we will have more announcements about further expansion in the near future."

For more information on Silver Trak Digital go to: www.silvertrak.com.au

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Picture credits:

(l-r) Buff Dubs co-founder Tim Creswell and Silver Trak MD Christian Christiansen

Silver Trak Digital QC and Technical Assessment Manager Vince Brant

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About Silver Trak Digital

With over 30 years of experience in audio, visual and data content management, Silver Trak Digital provides leading edge broadcast duplication, QC, technical assessment, content management, disc duplication and replication services as well as pro media distribution from world leading brands.

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