

PRESS RELEASE

For Immediate Release

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SUMMARY

Digital Image FZC, the recently assigned Distributor for Assimilate in the Middle East, is holding an event launch for Scratch in the UAE. CalDigit's HDPro RAID storage systems will be powering this event.

IMAGES

<http://www.CalDigit.com/ImageBank.asp>

CalDigit HDPro's Power Scratch Workflow Event in UAE!

Dubai – November, 21, 2008. Digital Image FZC, the recently assigned Distributor for Assimilate in the Middle East, is holding an event launch for Scratch in the UAE. CalDigit's HDPro RAID storage systems will be powering this event.

This launch event is divided into 4 days, from November 24th till November 27th. Day one will include training for freelance demo artists coming from Lebanon, the UAE, Kuwait and Egypt. On days two through four, 2 hour long, private one-to-one demos will be provided for post productions facilities that are interested in investing in a Scratch system, and/or those who work in the DI business.

The latest version of Scratch will be shown using the fastest workstation on the market in conjunction with a BlueFish444 2KILust, CalDigit HDPro storage and Tangent device's new Wave controller. This combination of hardware and software makes for the most powerful and innovative DI workflow available on the market.

This event will take place at the Tulip-Inn hotel in Dubai Media City, a venue with close proximity to several local post productions houses.

Unlike a trade show this event is designed to give potential clients 100% attention and hands on demonstrations of all equipment. Digital Image has plans to duplicate this event in Lebanon, Egypt, Morocco and South Africa in the coming months. For more information, and to register for the event visit <http://www.assimilateinc.com/events.html>

About Digital Image (www.dimea.net)

Digital Image FZC, based in the UAE, has been in the production field since 1993. The company started in Lebanon where it catered to the DI industry before expanding in 2005 to the Gulf by moving its main office to the UAE and widening its products offering to cover broadcast providers. DI is the Master distributor for CalDigit Inc., Bluefish444, and Assimilate Inc. along with being an official system integrator for other top market products in the Middle East region.

About CalDigit (www.caldigit.com)

CalDigit has been dedicated to the content creation industry for over ten years. Every product is exclusively designed with the users requirement in mind. CalDigit has a team of world-class software and hardware engineers. Closely bonded, the CalDigit team works to develop the best RAID software and

hardware in the industry. CalDigit is the one source for Video Editors, Photographers and Musicians. CalDigit offers users a secure, practical, and a sleek modular design, which provides users with advanced replacement and true single vendor support. CalDigit is your complete RAID solution choice, at an affordable price. Corporate headquarters are located in Northern Orange County, California, where all products are tested and assembled.

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For more information on CalDigit products and/or an interview please contact:
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