



## **HS-ART Digital Service GmbH**

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## **IBC2008: Prime Focus goes for DIAMANT Digital Film Restoration**

Prime Focus, Benchmark Microsystems and HS-Art announce a license contract for 350 seats of DIAMANT restoration software, that has been signed today.

Today Mr. Namit Malhotra (managing director of Prime Focus – World) and Mr. Ashish Mukherjee and Raghu Rajagopalan (both from Benchmark Microsystems India and Singapore) have signed a license contract for the use of 350 seats of DIAMANT restoration software in their facility in Goa, India.

With this acquisition, Prime Focus will be able to offer high quality restoration services for large volumes and short response time on a worldwide level for attractive conditions.

DIAMANT's most convincing benefits are the flexible and highly scalable architecture, the profound and well proven market position and a long lasting experience in the high quality restoration market. The software has been developed to work in a professional environment, especially DI image clean.

*About Prime Focus Limited:* Prime Focus Limited is part of the worldwide acting Prime Focus Group, with sites in India, North America and UK. Started in 1995, the company has grown to become the largest integrated end to end services company in the whole Indian media industry, with more than 700 people working out of 6 studios around the country.

*About HS-ART Digital Service GmbH:* HS-ART is a technology company based in Graz, Austria. HS-ART provides software solutions for the professional market in the fields of digital film restoration and media monitoring. The main product is the DIAMANT digital film restoration software which is one of the leading solutions in the fields and used by over 100 customer's world wide. Please see <http://www.hs-art.com> for further details.

*About Benchmark Microsystems Pvt.* Benchmark is well known as solution provider in all relevant fields of broadcast. In the past year Benchmark has successfully introduced DIAMANT to India and the South-East Asian market. Meanwhile there are more than 400 DIAMANT seats used in the region.