

SHINING TECHNOLOGY SHIPS WORLD'S FIRST ULTRA-PORTABLE SOLID STATE TAPELESS VIDEO RECORDER AT NAB2008

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Micro-Light Six-Ounce Device Shatters Industry Norms for Size,
Weight, Performance & Eliminates Hours of Video Recapture.

LAS VEGAS (NAB, Booth # SU6830), April 14, 2008 & Shining Technology, Inc. (www.shining.com), a global provider of tapeless recording and conversion hardware for the video and broadcast markets, today launched CitiDISK™ SSD, the world's smallest, lightest solid-state hard disk for digital video recording.

Light on Weight, Heavy on Durability

A mere six-ounces, CitiDISK™ SSD is Shining's first entry in the solid-state format, extending its award-winning, patent-protected CitiDISK family of tapeless recording storage peripherals.

The battery-operated (at least three-hour internal and at least six-hour external) CitiDISK™ SSD easily attaches to virtually any FireWire-enabled DV or HDV video camera. The unit's tapeless workflow saves videographers and editors countless hours of digitizing videotapes. Instead, they can "recapture" more creative and production time.

With CitiDISK™ SSD, users seamlessly record their footage directly to digital video formats and access it immediately for editing (compatible with widely-used NLE (non-linear editing) software packages, including Final Cut Pro, Avid, Canopus, Adobe, Matrox and Sony Vegas).

Solid-State, or flash memory, offers several distinct advantages over other, conventional storage mediums, and is becoming a preferred format – especially for high-end users. These include:

- No moving parts
- Eco-friendly – 80% less power consumption than conventional hard drives
- Optimized for extreme, hostile, rugged conditions
- Performs well in high altitudes

Applications

CitiDISK™ SSD is a valuable production tool for nearly any studio or field DV environment, especially where instant playback and/or editing (Same-Day Editing) are required. Examples include:

- News & Sports (e.g., helicopter news shoots, car racing coverage)
- Documentary (e.g., wilderness, cold weather, high-altitude shoots)
- ENG
- High-vibration shooting environments

Pricing & Availability

The CitiDISK™ SSD is currently shipping with an MSRP of \$1800.00. Initial storage capacity is 32GB (yielding up to 140 minutes recording time). Higher capacity models will be announced in the future. A complete line of CitiDISK™ SSD accessories is also available, including multiple mounting options. All products are available through Shining Technology's international distribution network, accessible at www.shining.com

About Shining Technology

Founded in 1992, Shining Technology, Inc. (www.shining.com) is a Cypress, Calif.-based provider of cost-effective, high-performance and highly reliable computer peripherals. The company is moving to become a dominant player, with a primary focus on the data storage marketplace and has consistently been one of the leading suppliers of add-on storage products to the broadcast, video editing, portable and desktop computing markets.

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