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PRESS RELEASE

Straight Up Technologies Delivers Real-Time Technology Solution to Jerry Bruckheimer Films and Partners

Global Video Collaboration Solution Keeps Highly Anticipated “The Lone Ranger” on Track

SANTA MONICA, SAN FRANCISCO, PASADENA, LONDON, VANCOUVER – May 16, 2013

Straight Up Technologies has finalized the worldwide deployment of a real-time videoconferencing solution for entertainment powerhouse, Jerry Bruckheimer Films (JBF). The solution will streamline the post-production collaboration between Bruckheimer and two visual effects companies for the highly anticipated Disney/Jerry Bruckheimer Films epic “The Lone Ranger,” starring Johnny Depp and Armie Hammer, and directed by Gore Verbinski.

The cutting-edge videoconferencing solution surpasses standard consumer-targeted desktop video communications, in that it allows each entity to collaborate securely and efficiently, over a privatized network.

The deployment consisted of five videoconferencing units installed across the global offices of Jerry Bruckheimer Films (Santa Monica) and two renowned visual effects partners with offices in San Francisco, Pasadena, London and Vancouver.

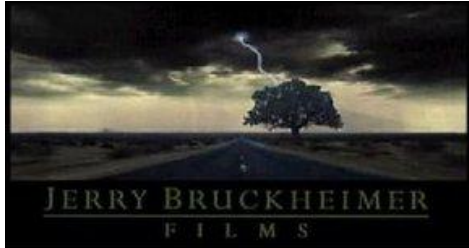
“We have used Straight Up for previous productions so it made sense to use them to set-up a global videoconferencing network for our team and partners. We trust them. Ultimately, everyone is happy because we save a lot of time and money,” said David Leener, Alliance Partnership Executive for Jerry Bruckheimer Films.

Jeff Hanks, CEO and President of Straight Up Technologies, a 20-year entertainment veteran, understands the importance of protecting intellectual property and the demands of the industry. “As a certified partner to Fortune 100 tech companies, we are in a very advantageous position to get first-look access to the latest enterprise-based solutions for business. We were able to deploy a collaborative video solution to JBF and team that essentially mimicked in-person meetings at a relatively minimal cost to them, minus the pixelation and latency issues experienced by most consumer-based technology.”



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About Jerry Bruckheimer Films

First in partnership with Don Simpson, and then as the chief of Jerry Bruckheimer Films, Bruckheimer has produced an unprecedented string of worldwide smashes, impacting not only the industry, but mass culture as well. Bruckheimer's films include (producing with Don Simpson) "Top Gun," "Beverly Hills Cop," "Beverly Hills Cop 2," "American Gigolo," "Flashdance," "Bad Boys," "Dangerous Minds," "Crimson Tide," "The Rock," and (producing solo) "Con Air," "Armageddon," "Enemy of the State," "Gone in 60 Seconds," "Coyote Ugly," "Remember the Titans," "Pearl Harbor," "Black Hawk Down," "Pirates of the Caribbean: The Curse of the Black Pearl," "Bad Boys II," "Veronica Guerin," "King Arthur," "National Treasure," "Pirates of the Caribbean: Dead Man's Chest," "Pirates of the Caribbean: At World's End," "National Treasure: Book of Secrets," "G-Force," "Confessions of a Shopaholic," "Prince of Persia: The Sands of Time," "The Sorcerer's Apprentice," "Pirates of the Caribbean: On Stranger Tides" and the upcoming "The Lone Ranger." On television, Bruckheimer had an unprecedented 10 television series airing in the 2005-6 season, a record in the medium for an individual producer. JBTV's series have included "C.S.I.: Crime Scene Investigation" and its spinoffs "C.S.I.: Miami," "C.S.I.: NY" and "Without a Trace," "Cold Case," "The Amazing Race" and "Dark Blue."



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About Straight Up Technologies

Straight Up Technologies designs secure, reliable IP networking and video collaboration solutions for leading-edge Fortune 500 companies and entertainment companies. For more information about Straight Up Technologies, visit: <http://www.stuptech.com> or contact (310) 319-2900.

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