



kaleidescape™

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## **Kaleidescape Becomes Sponsoring Partner of the San Francisco International Film Festival**

*Kaleidescape System to Enable Press and Industry Attendees  
to View Films at Their Leisure, Throughout Run of the Festival*

**Mountain View, CA, January 23, 2006** – Kaleidescape, Inc., the leader in entertainment servers, today announced that it will be a sponsoring partner of the 2006 San Francisco International Film Festival (April 20-May 4, 2006). The Festival features independently produced narrative films, documentaries, shorts, animation, television productions, experimental films, and youth-produced works. As part of its sponsoring partnership, Kaleidescape will provide products and services – including the award-winning Kaleidescape™ System – to the San Francisco Film Society™, enabling the organization to provide the press corps and visiting industry professionals with on-demand viewing of films selected for the Festival.

“We’re pleased to be a part of the San Francisco International Film Festival and to help showcase the more than 200 independent works entered in the event,” said Michael Malcolm, founder, chairman and CEO of Kaleidescape. “The Kaleidescape System will make it easy for press and industry attendees to instantly view any film at any time throughout the run of the Festival. After the Festival is complete, the Film Society will continue use the Kaleidescape System including to permanently archive the event.”

The innovative Kaleidescape System is an entertainment server that will allow the Film Society to store all of the entries in the Festival on an array of hard disk drives, making them instantaneously available from viewing locations networked to the Festival’s Press and Industry Services offices. Background information about every title will be a button push away. Using Kaleidescape’s intuitive user interface, festival guests will be able to browse films by genre, director and other criteria. Visitors will also be able to read brief film synopses and receive recommendations on additional films for consideration, thanks to the intelligence built into the Kaleidescape System.

“The Kaleidescape System provides a very unique solution for the Festival, and will allow us to replace our antiquated systems with something much easier and more compelling for our visitors,” said Graham Leggat, executive director of the San Francisco Film Society. “We view Kaleidescape as a valuable partner because of the strength of their product, and the company’s entertainment focus and commitment to the independent film community.”

Kaleidescape has relationships with a number of independent film makers and ships two groundbreaking high-definition wildlife films with each Kaleidescape System it sells. The company’s products have been chosen by some of the world’s most demanding clients, including individuals from the entertainment industry – executives, actors, directors and producers – as well as movie enthusiasts and families around the world. These customers use the Kaleidescape System as their home entertainment cornerstone, enabling them to automatically organize and easily access their movie collections from any room. In addition, the company’s products have been recognized by nearly two dozen publications and organizations – including The Robb Report™ and the Consumer Electronics Association™ (CEA™) – as the “best of the best.”

#### **About Kaleidescape, Inc.**

Kaleidescape manufactures the Kaleidescape System, an award-winning entertainment server that delivers a completely new movie-viewing experience that's more exciting and compelling than ever before. Based on elegant yet simple designs, the Kaleidescape System provides the entertainment cornerstone for the home, delivering unique methods for collecting, managing and enjoying movies and music. Kaleidescape’s extraordinary user interface provides the easiest and most dynamic way for customers to reconnect with their treasured movie and music collections. And the Kaleidescape entertainment experience can be personalized for multiple audiences throughout the home.

Kaleidescape was founded in 2001 and is privately held. The company is headquartered in Mountain View, California and its products are available through an elite network of dealers and distributors throughout the world. For more information, contact Kaleidescape at 888-352-5343 or 650-625-6150, email us at [sales@kaleidescape.com](mailto:sales@kaleidescape.com), or visit Kaleidescape online at [www.kaleidescape.com](http://www.kaleidescape.com).

#### **About the San Francisco Film Society**

Founded in 1957, the San Francisco Film Society is the presenter of the San Francisco International Film Festival, the longest-running film festival in the Americas. SFIFF will be the country’s “First to 50” in April 2007.

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