



**VIDEOTECHNICS** INC.

*Go Digital. Go LIVE.*

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For Immediate Release

## VIDEO TECHNICS NOW SHIPPING THE APELLA™ HDS AND SDS END-TO-END WORKFLOW WITH VT SOFTWARE CODEC TECHNOLOGY

**Atlanta, GA (November 15, 2005)** -- Video Technics, Inc., continues to supply the broadcast industry reliable IT-based end-to-end solutions for optimal integration by releasing the Apella HDS and SDS multi-format media servers. Video Technics' Apella product line provides robust servers for multi-channel ingest and playout with low-res proxy timeline editing and plug-in technology for improved production. With the latest Video Technics software codec technology, the SDS presents a true mixed format database preventing unnecessary file "flipping" or transcoding for preservation of the original content quality. The Apella SDS investment is also "future-proofed" which at any anytime is easily upgraded to HD. The HD and SD servers will be demonstrated at the NAB Post + Production tradeshow in Video Technics' Booth# 422, from November 15<sup>th</sup> – 17<sup>th</sup>, in New York's Jacob Javits Convention Center.

"When we introduced the Apella HDS at NAB 2005, broadcasters were impressed with the flexible software codecs that provide immediate playout of various formats, and the multiple channels of high-quality HD video" said Mark Rivers, President of Video Technics. "We are now able to provide an SD only version that is more cost-effective and allows facilities to easily augment or upgrade to HD in the future."

The HDS and SDS contain Apella's extremely intuitive and user-friendly interface that is scalable from two to eight channels for simultaneous ingest and playout. The Apella SDS supports a mixed SQL database of native DV, MPEG, and uncompressed video and the HDS offers additional formats with

MPEG-4, HDV, DVCPRO100, HDCAM formats and the ability to add more as they are adopted by the industry. The next generation server comes standard with multi-playlist control, low-res VT Proxy editing and VT Scheduler for automated date/time based record and playout. Flexible software codecs support back-to-back playout of mixed format flavors for improved video quality, reduced storage requirements, and faster production performance. With central asset management and new compression technology the HDS provides high quality video and affordable HD transmission.

“Video Technics’ development focus continues to provide products that meet the needs of a wide audience ranging from facilities requiring a strong, scalable server to those stations that need a complete implementation from ingest to archive” said Andy Tuggle, Video Technics’ Vice President of Sales. “Our suite of products coupled with outstanding customer service has been well-received by the global broadcast, corporate, financial, government, and post-production sectors.”

The Apella servers standalone or intertwine with the Video Technics’ NewsFlow tapeless newsroom suite for a collaborative workflow mixing SD, and HD media in real time. The Apella HDS and SDS are built on an open 64-bit OS architecture and supports VDCP and MOS for operating with existing infrastructures providing a cost-effective digital implementation. Certified with a wide variety of high-end NAS/SAN storage devices, this versatile server provides a shared environment where media is instantly available seconds after a record begins for low-resolution browse, edit, or high-resolution playout. Video Technics provides faster shared editing with Apella’s seamless interoperability with Final Cut Pro, Matrox’s Axio and Adobe Premiere Pro for an all-inclusive solution with transmission and post production from ingest, edit, to playout.

**About Video Technics, Inc.,**

Video Technics, Inc., a pioneer in cutting-edge broadcast solutions, supplies the global broadcast, corporate, financial, government, and post-production sectors with innovative, feature-rich end-to-end solutions built around the Company’s IT-based still image and video clip servers. Based in Atlanta, GA, Video Technics’ Apella™ and NewsFlow™ solutions streamline the entire production process from automated ingest, to edit, production, playout to air, and feature proxy creation and unparalleled asset management. For more information visit: [www.videotechnics.com](http://www.videotechnics.com).

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