



VIDEOTECHNICS INC.

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For Immediate Release

City of Beverly Hills Implements File-Based Workflow with Video Technics

Atlanta, GA (January 14, 2009) – Beverly Hills Television (BHTV), run by the City of Beverly Hills, has made the transition to a file-based workflow with two Apella LCS video servers, VT Scheduler and VT Media Exchange software from Video Technics. Previously, BHTV's award-winning local programming had been produced and aired using a tape-based workflow and a twenty-year-old analog automation system which spanned across three separate physical locations.



At City Hall, BHTV ingests City Council meetings directly from four Panasonic AW-E750 SDI cameras to the Apella LCS, cuts out meeting recesses and sends the complete file over the City's existing Ethernet LAN to master control to be added to the playlist. According to Programming Operations Specialist Michael Forsys (pictured), "On the master control side, one 3RU Apella LCS replaced three racks of aging analog gear. The VT Scheduler software lets us script sat feed ingest during off-hours, and the built-in router control makes any ties to the old automation system unnecessary. Our editors now edit PSAs and documentaries on the Final Cut Pro workstations, drag and drop the finished packages into the VT HotFolder, and the content is automatically ingested into the database across the street. No one has to touch a tape, bicycle media around or worry about

poor-quality third-generation videos failing in antique decks.” He also stated that BHTV was especially impressed with the fact that the Apella servers could seamlessly play out mixed codecs and video formats back-to-back.

The two Apella LCS video servers provide a total of five capture or playout channels, and the VT Scheduler software is used to create scripts for automatic capture and playback, reducing the need for and added expense of 24/7 staff. The VT HotFolder (VT Media Exchange) software automatically ingests a variety of video formats and re-wraps or transcodes them as necessary to be played out by the Apella in master control.

About Video Technics, Inc.

Video Technics, Inc., a pioneer in revolutionary systems development, supplies the global broadcast industry with innovative, feature-rich workflow solutions built around the company’s IT-based media servers. Video Technics’ Apella™ and NewsFlow™ products streamline the entire production process, and feature inherent proxy editing, embedded ingest/playout tools, and digital asset management. For more information visit: www.videotechnics.com.

About Beverly Hills Television

Since 1984, Beverly Hills Television (BHTV) has been producing award-winning local programming that informs and educates residents on municipal issues. BHTV10 features live City Council meeting coverage along with other programs on a variety of City services. BHTV35 features local information pages and educational programming.