



VIDEOTECHNICS INC.

Go Digital. Go LIVE.

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For Immediate Release

Video Technics Demonstrates Affordable HD News Production at NAB2008 NewsFlow HDX –High Definition Tapeless Newsroom

Atlanta, GA (April 15, 2008) – Video Technics, Inc. (VT) today announced that it is showcasing at NAB2008 the second generation of NewsFlow, which is engineered for affordable high definition quality production. NewsFlow is an open architecture design based on performance and value that combines best-of-class video servers, centralized media and metadata storage, asset management, and popular editing platforms to facilitate a seamless and collaborative workflow.

New breakthroughs in Video Technics' Apella video server and NLE technology capable of HD performance have enabled an unprecedented low price for an end-to-end workflow. A NewsFlow HDX fully functional system starts at under \$50K and includes a 2-channel Apella HDX video server and a Studio Pro RTX.2 HD nonlinear editor. The highly extensible system can easily be scaled to meet budgets and workflow demands.

“Many broadcasters are looking for ways to integrate true high-definition capability into pre-existing standard definition production environments in order to remain competitive,” stated Mark Rivers, CEO of Video Technics, Inc. “Our open architecture design allows those with smaller budgets to add HD ingest, edit and playout capabilities with a minimal up-front outlay, while preserving the ability to expand at a later date,” he continued.

The Apella HDX video server offers NTSC, PAL, and high definition video standards with one or two multi-rate HD/SD SDI video inputs and one or two multi-rate HD/SD SDI video outputs. Each HD-SDI

output also provides real-time high-quality downscaling from HD to SD with center cut output simultaneously as a separate SDI and analog component or Y/C or CVBS signal. For each video stream, the server provides 2-in/6-out unbalanced AES/EBU audio channels, eight SDI embedded audio I/O channels, and 2-in/6-out balanced analog audio channels. The Apella HDX starts at \$29,995 for two channels.

Virtually unlimited channel I/O and full redundancy can be implemented simply by networking Apella servers together with a VT centralized database server and VT network attached storage. Each server is protected with local media and metadata caching. The Apella Media Server Family provides extensive native codec support in HD and SD: MPEG-2 I-frame, MPEG-2 IBP, DVCPRO HD, MPEG HD, HDV 1080i, HDV 720p (JVC ProHD), IMX, DVCPRO50, DV, DVCPRO, and DVCAM.

Demonstrations of this affordable end-to-end HD workflow will be conducted in Video Technics Booth SU9227.

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.