



**VIDEOTECHNICS INC.**

*Go Digital. Go LIVE.*

Video Technics contact: **Andy Tuggle**  
Tel: 404-327-8300  
[atuggle@videotechnics.com](mailto:atuggle@videotechnics.com)

Press contact: **Desert Moon Communications**  
**Harriet Diener / Tel: 201-995-1133**  
[harriet@desertmooncomm.com](mailto:harriet@desertmooncomm.com)

**NAB Booth # C3647**

**For Immediate Release**

## VIDEO TECHNICS GOES HIGH DEF WITH APELLA™ HD MEDIA SERVER AT NAB RESOLUTION INDEPENDENT SERVER WILL OFFER END-TO-END SOLUTION

**Atlanta, GA (February 14, 2005)** -- Video Technics, provider of IT-based, feature rich, still image and video clip servers for the broadcast industry, has announced plans to launch the Apella HDS end-to-end solution for uncompressed production and compressed transmission at NAB 2005. The Apella HDS is a scalable, multi-format, multi-channel, and multi-resolution high definition video server which is certified with high-end NAS/SAN solutions like the new Ciprico DiMeda 1724 and the new Matrox Axio HD NLE with Adobe Premiere Pro. This revolutionary end-to-end workflow for HD production will be demonstrated at NAB 2005 in the Video Technics' Booth #C3647, in Adobe's Booth # SL313, and in Ciprico's Booth # SL3628.

Following in the footsteps of the original Apella VCS, Apella HDS features an open platform capable of operating with existing software and hardware. The next generation media server is resolution independent SD and HD and 100% compatible with the Apella VCS and the Company's NewsFlow™ solution. The Apella HDS is built on flexible software codecs and is compatible with Final Cut Pro via Quick Time and the Matrox Axio HD NLE with software plugins. The four independent HD or SD SDI output ports, or two HD or SD SDI output ports with corresponding key signals are available within one Apella HDS chassis for instant playout of DV or MPEG-2/4 up to 100Mb/s.

**-more-**

## Page 2/Apella HDS

The new Apella HDS supports the same mixed SQL database as the Apella Video Clip Server with additional formats for HD such as MPEG-4, MPEG-2 up to 100Mbps and H.264. The Apella HDS utilizes pure 64-bit dual processor technology to facilitate realtime ingest and playback of baseband high-definition media. By supporting external NAS/SAN solutions and Matrox Axio HD NLE, with uncompressed file support, the Apella HDS facilitates a complete solution from ingest, edit to playout for high definition video postproduction and transmission.

Video Technics, Inc., a global provider of cutting-edge broadcast solutions, is pioneering the way digital media is ingested, edited, produced, and played to air. The Company's feature rich line of Windows-based still image and video clip servers provides automated ingest and playout, proxy creation, and unparalleled asset management. For more information about Video Technics: [www.videotechnics.com](http://www.videotechnics.com).

<p><b>Video Technics, Inc.</b> <b>Four Executive Park East, Suite 450</b> <b>Atlanta, GA 30329</b> <b>Tel: 404-327-8300</b> <b>Fax: 404-327-8831</b> <b><a href="http://www.videotechnics.com">www.videotechnics.com</a></b></p>
--