



**VIDEOTECHNICS INC.**

*Go Digital. Go LIVE.*

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**For Immediate Release**

## **Video Technics Tapeless Technology Chosen for Tanzania!**

Atlanta, GA (September 13, 2009) – Launching three simultaneous installations, Independent Television Ltd (ITV) contracted with Onset Systems Engineering Ltd. to provide an innovative, cost effective workflow that provides cohesiveness between all facilities. After researching multiple products available to the broadcast industry, Onset chose Video Technics based on the feature rich yet cost effective solution.

Independent Television, Ltd of Tanzania is outfitting ITV, Capital, and EATV Channel 5 with cutting edge technology from Video Technics to ingest, edit, and manage media as a totally integrated, streamlined workflow. Taking advantage of the open architecture design and non-proprietary file format structure, ITV chose the **Apella™ LCS**, a powerful SD video server with analog and SDI I/O that supports a mixed media database of DV and MPEG-2 files, as the foundation for the operational workflow. Supporting the operation being built from the ground floor up, ITV plans to incorporate multiple broadcast stations under the umbrella of the Video Technics' Database Engine. EATV Channel 5 and ITV/Capital will share the 12TB VT Network Attached Storage System as their centralized online storage solution and a 20-slot, LTO-4 VT Media Archive Library system for shared nearline and offline storage. To round out their hardware solution, ITV and EATV will be using the VT Media Exchange Server to streamline the process of ingesting file-based media.

The Video Technics' dealer and integrator for this project Jody Dresner, Managing Director of Onset Systems Engineering Ltd. stated "One of the key requirements was to incorporate a solution with a very sophisticated database management structure that includes the ability to track essential video and audio assets along with corresponding metadata. The complete product line from Video Technics enables all ingested clips, live sources or local media from edit suites, to be instantly accessible from the centralized database - whether on-line, near-line or offline long term archive."

Complimenting the robust hardware offering, ITV will also use several software tools from Video Technics to facilitate the creation of professional broadcasts with ease and flexibility. The **VT Proxy Editor™** application

provides frame accurate low-resolution “desktop” editing functionality for all users on the network within seconds after an SDI record process begins. With the ***VT Plug-In for Final Cut Pro***, users gain valuable time for creative media production by utilizing embedded functionality between Final Cut Pro edit workstations and the content ingested by the Apella LCS and tracked by the centralized database. Media from the NAS is linked or downloaded to each edit desktop. Furthermore, media content can be easily pushed back with metadata for immediate playout on any Apella server channel. The ***VT Scheduler Pro™*** is an enhanced automation application that provides automated ingests and playout capability, along with GVG Indigo switcher, A/V router, VTR and CG automated control. The ***VT Director™*** software provides a simple user interface for multi-channel, multi-system record and playout control from any networked workstation.

Jody Dresner also stated “Using the VT Proxy Editor and VT Proxy Browser, both PC and MAC users have the ability to browse the same content and make quick, non-volatile edits anywhere on the network without having to use a high-end edit suite. Even the craft editors are able to take advantage of the VT asset management tools via the plug-in technology for Final Cut Pro. The Video Technics system either as a standalone or fully integrated server solution with local or centralized storage is offered at a price point that is highly suited for today’s growing markets.”

#### About Video Technics, Inc.

Established in Atlanta, Georgia in 1987, VT has consistently delivered the most feature-packed and affordable solutions to the broadcast industry. Video Technics' Apella™ and NewsFlow™ solutions streamline the entire production process from automated ingest, to edit, production, playout to air, to archive and feature proxy creation, and unparalleled asset management. These complete solutions, built around the Company's IT-based technology, have dependably anticipated and responded to the ever-evolving needs of the broadcast industry. For more information visit: [www.videotechnics.com](http://www.videotechnics.com).

#### About Onset Systems Engineering Ltd.

ONSET, formed in 1989, specializes in both large and small systems installation of video, audio, control and transmission systems. They gained a reputation for excellence in systems construction and for the impartial supply of quality equipment, recommending the best items of equipment to meet performance and budget requirements. Trusted by customers to deliver installations on time, and within budget, Onset's flexible and dynamic approach is coupled by a determination to provide solutions that genuinely meet customer needs. For more information visit: [www.onsetsys.com](http://www.onsetsys.com)