



VIDEOTECHNICS INC.

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For Immediate Release

VIDEO TECHNICS INTRODUCES A LOW COST SERVER SUPERIOR QUALITY WITHOUT THE SUPERIOR PRICE!

Atlanta, GA (November 15, 2005) – Video Technics announces the newest addition to the Apella™ media server line, the Apella LCS. Being revealed November 15th – 17th, in New York's Javits Convention Center at the NAB Post + Production tradeshow in Video Technics' Booth# 422, the Apella LCS is a robust low cost server for ingest and playout that supplies functionality and superior quality without the superior price.

“Video Technics has always provided IT-based broadcast innovations for collaborative production and reliable transmission that delivers professional quality and true return on investment,” said Mark Rivers, President of Video Technics. “We are pleased to provide this low cost video server that doesn't sacrifice quality or functionality for price!”

A powerful and comprehensive server that works from ingest to archive, the Apella LCS comes standard with 400 Gigabytes or 70 hours at 10 Mb/s per second of storage, and is upgradeable to 4 Terabytes or 886 hours at 10 Mb/s of internal storage. As with the full suite of Apella products, the Apella LCS is built on an open platform, supports VDCP and MOS, and can be controlled by GPI triggers and remote control panels for easy integration into any facility. This robust 3 RU server offers up to three bi-directional channels for ingest and playout supporting a mixed database of DV and MPEG-2. Immediately after an ingest starts, users are able to manipulate the media and browse, log, edit using low-res proxies, and share the newly acquired content in an AAF, MXF, or AVI format to almost any non-linear editor or video server system including Apella or remote VT Director clients for on-air playout.

“Starting at \$9,995 the Apella LCS offers power and full functionality to meet the needs of a broad range of potential users”, Andy Tuggle, Video Technics' Vice President of Sales stated. “Our extensive

market research showed a clear demand for a low cost server that not only fits into Video Technics' proven end-to-end all-digital tapeless NewsFlow™ solution but also as a dedicated ingest and playout server for master control and even non-broadcast markets; and now we have it.”

From ingest, edit, to playout for high quality production, and transmission with nearline and offline archiving, the LCS has it all. By supporting external NAS/SAN storage devices, non-linear editors such as Adobe Premiere Pro and Final Cut Pro and newsroom control systems such as iNews, ENPS and NewsKing, the LCS provides faster production on a completely shared network.

This affordable product includes the VT Director for multi-channel ingest and playout control and the VT Proxy Editor for MPEG-1 proxy editing of video and audio files. The VT Director application allows remote record functionality and control for multi-channel playlists that update instantly through MOS. The VT Proxy Editor application provides multi-track timeline editing where users browse the NewsFlow centralized database and easily create a VO, SOT, or Tease from their desktops.

“The Apella LCS further demonstrates Video Technics' commitment to providing a comprehensive solution for all production and post-production facilities,” Rivers said. “In fact, we have even added additional features to the LCS.”

Unique to the Apella LCS, the VT FeedGrabber™ optional feature is designed to record SDI or analog feeds in a user-defined endless loop. To reduce production time, during the ingest process, media is instantly available for editing from the VT Proxy Editor or for play out to air from an Apella server or remote VT Director. For more control and less manpower, the VT Scheduler™ application can be implemented on the Apella LCS for mutli-channel ingest and playout scripts based on a specific date and time.

The LCS is an all-inclusive and scalable server product that delivers consistent performance from ingest through edit, play out, and archive. This reliable server saves rack space and provides a simple, low cost method for digital ingest and playout that will drive broadcast stations to the top of their markets.

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.

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