



VIDEOTECHNICS INC.

Go Digital. Go LIVE.

Video Technics contact: Andy Tuggle
Tel: 404-327-8300 x308
atuggle@videotechnics.com

Press contact: Susan Bonss
Tel: 404-327-8300 x333
sbonss@videotechnics.com

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For Immediate Release

Video Technics Showcases the Next Server Evolution Apella Media Server Family at NAB 2006!

Atlanta, GA (April 17, 2006) – Video Technics will showcase a cutting edge new family of 3 RU Apella™ Media Servers in Video Technics booth #SU3014 at the NAB 2006 convention in Las Vegas April 24 -27. The next generation Apella Media Server Family, starting at \$9995, is comprised of the Apella LCS, a low cost, no frills video server; Apella SDS, a standard definition, feature-packed media server; and the Apella HDS, a multi-format, multi-channel media server that does it all including HD.

Video Technics will demonstrate the extensive scalability of these products in news production and master control broadcast environments to show value in versatility with true end-to-end performance. The standard Apella asset management tools and bundled applications for functionality are available and all servers share the same mixed media database in a networked environment with redesigned components for expanded internal RAID storage and flexible software codec technology. Facilities now have a choice to select the right server for the job without paying for extras they don't really need. Apella server systems are tailored to meet today's demands and tight budgets while affording the highest quality video production with analog and/or digital SD or HD inputs and outputs.

Mark Rivers, CEO of Video Technics stated, "The new Apella Media Server Family offers more choices for easier digital conversions for news production, spot insertion, transmission and master control. The Apella is the most scalable and versatile server solution available for broadcast television, corporate production, cable, and educational transmission sectors. Each server stands alone for digital production

or are seamlessly networked together for collaborative mixed media SD and HD workflows. An added bonus for current SD users planning for a later adaptation of HD is the fact Apella SDS servers are easily field-upgradeable to HD as a future-proofed investment.”

These new Apella servers are housed in a compact 3 RU chassis with internal storage supporting up to 4TBs with RAID 1, 3, 5 and 6 options. All systems include Windows OS, VT Database Engine, and Apella Media Server Engine. Powerful software applications also included with an Apella server are VT Scheduler™ for automated record and playback, VT Director™ with multi-channel PlayList control, and VT Proxy Editor™ for database browsing and non-volatile low-res editing. Additionally, users have the option to add ActiveX plug-ins for news room control systems such as ENPS, iNews, and NewsKing as well as a non-linear editor plug-ins for both Adobe Premiere Pro and Final Cut Pro. All Apella server systems support automation protocols such as VDCP, MOS, and native Apella API.

The Apella LCS offers up to three simultaneous bi-directional channels for ingest and/or playout supporting DV and MPEG-2 up to 25Mb/s. The Apella SDS is a robust media server supporting a mixed database of DV and MPEG-2 up to 50Mb/s and up to six independent channels or two channels with E-E and two playout only channels; and the Apella HDS offers additional HD formats for DV and MPEG-2 compression up to 150Mb/s with up to three independent HD channels and three independent SD channels. The entire Apella Media Server Family utilizes revolutionary VT software codec technology which allows MPEG-2 and DV media back to back in a playlist.

The IT-centric Apella Media Server Family is fully compatible with external NAS/SAN/DAS solutions, non-linear editors, news room control systems, and archive online, nearline, and offline structures for interoperability and reliable media asset management. The Apella servers facilitate a complete solution from ingest, edit to playout and archive for quality and value production and transmission server choices. Apella is tailored to fit any facility’s budget and current infrastructures to keep costs down and station ratings up.

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.

Video Technics, Inc.
Four Executive Park East, Suite 450,
Atlanta, GA 30329
Tel: 404-327-8300
Fax: 404-327-8831