



**VIDEOTECHNICS INC.**

*Go Digital. Go LIVE.*

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For Immediate Release

## **Video Technics, Inc. Debuts Craft Edit NLE Plug-Ins See More in the Matrox Booth**

**Atlanta, GA (April 16, 2007)** – NAB Booth SL 2015 – Video Technics, Inc., an established innovator of revolutionary media server technology for the broadcast industry, introduces the VT Craft Edit Plug-In for Adobe® Premiere® Pro and the VT Craft Edit Plug-In for Matrox Axio™. The two craft edit plug-ins, like the news edit version, provide fast and easy media and metadata exchange between nonlinear editors running the latest version of Adobe Premiere Pro and Apella™ Media Servers, and adds support for the entire range of native HD and SD codecs provided by the Matrox Axio Family – including uncompressed, MPEG-2 I-frame, DVCPRO HD, MPEG HD, HDV 1080i, HDV 720p (JVC ProHD), IMX, DVCPRO50, DV, DVCPRO, and DVCAM.

Video Technics CEO Mark Rivers states, “Our existing plug-in compatibility with Adobe Premiere Pro has now been expanded to render native SD and HD media that can then be directly exported to our Apella Media Server and played to air with no loss of quality due to conversion, transcoding or recompression.”

The VT Craft Edit Plug-In for Adobe® Premiere® Pro and the VT Craft Edit Plug-In For Matrox Axio™ are offered with the Apella 3.5 Release, which is also being introduced in the Matrox booth.

### 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/payout tools, and digital asset management. For more information visit:  
[www.videotechnics.com](http://www.videotechnics.com).

#### About Matrox Video Products Group

Matrox Video Products Group is a technology and market leader in the field of HD and SD digital video hardware and software for realtime editing, DVD authoring, capture/payout servers, clip/still stores, and CGs. Matrox's Emmy award-winning technology powers a full range of content creation and delivery platforms used by broadcasters, post-production facilities, project studios, corporate communicators, and videographers worldwide. Founded in 1976, Matrox is a privately held company headquartered in Montreal, Canada. For more information visit [www.matrox.com/video](http://www.matrox.com/video).

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