



**VIDEOTECHNICS INC.**

*Go Digital. Go LIVE.*

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## VIDEO TECHNICS AND PATHFIRE PAIR FOR STREAMLINED CONTENT DISTRIBUTION

**Las Vegas, NV (April 18, 2005)** – Video Technics, provider of IT-based still image, video clip servers and software solutions for improving workflow in the broadcast industry, has further simplified the workflow process by partnering with Pathfire, the leading provider of digital content distribution and management solutions for news, syndication, short form video, and advertising markets.

As a result of the partnership, Video Technics customers can easily transfer content residing on Pathfire's Digital Media Gateway™ (DMG). With a simple drag-and-drop user interface, content is centrally processed by Video Technics' new dedicated VT Media Exchange server (VTMX) making it simultaneously available throughout the network for editing on the VT Studio Pro Editor, VT Proxy Editor, or playout on the Video Technics Apella server. Journalists search Pathfire's DMG for the desired news clip, drag the clip into the VTMX destination folder inside DMG, then use VT Proxy Editor to edit the clip and add a VO, save the completed package and drop it into the NRCS rundown without ever leaving their desks.

The VTMX is a 3RU box with dual Intel® Xeon® CPUs dedicated to processing media file transfers from VT Adobe Pro export plug-ins, VT HotFolder for Final Cut Pro and other NLEs.. Having an independent media exchange server increases file transfer availability, productivity, and overall system performance by facilitating network file transfers and, if necessary, transcoding – all without tying up any video or audio I/O from an Apella server.

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Mark Rivers, CEO of Video Technics, said "We are excited about our agreement with Pathfire as it enables us to further our goal of streamlining the internal production process for our customers. Pathfire has set a high standard in satellite digital content distribution and with this new integrated technology, VT users easily acquire content and seamlessly jump the last hurdle to edit and push to air faster than ever before."

"The incorporation of Pathfire-delivered content into the Video Technics system offers huge savings in workflow says Jamie Meyer, Pathfire Product Manager for Stations and Groups. No longer will station personnel searching for assets at the last minute. A simple drag and drop operation automates the delivery of the content into Video Technics system, freeing operational staff for other activities."

The Pathfire/VT News has already been installed in KOTA, a privately owned ABC affiliate located Rapid City, South Dakota, and scheduled for Q2 2005 installation in WHP and KGET. Video Technics also supports Pathfire Ad and Syndication content with metadata for master control playout.

### **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 about Video Technics: [www.videotechnics.com](http://www.videotechnics.com).

### **About Pathfire, Inc.**

Pathfire ([www.pathfire.com](http://www.pathfire.com)), a private technology company headquartered in Atlanta, is the leading provider of digital content distribution and management solutions for the broadcast television industry, supplying innovative digital content distribution solutions, from delivery to air, for broadcasters, news organizations, television networks, Hollywood studios and other media and entertainment companies. Through its advanced digital store-and-forward platform, Pathfire delivers news stories, syndicated programming, commercial spots, and video news releases to more than 1,300 broadcasters throughout North America.

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