

**Clear Channel Communications Selects Video Technics and Ciprico's  
End-to-End Solution for Broadcast Affiliates**

*NewsFlow™ Solution Offers Cost-Effective Alternative for High-Performance Broadcast Applications*

Atlanta – April 15, 2004 –Video Technics, Inc., a provider of Windows-based still image and video clip servers for the broadcast industry, and Ciprico Inc., a leading provider of storage solutions that simplify and accelerate broadcast workflows, announced Clear Channel Communications' selection of their combined offering, NewsFlow™, for installation in their broadcast affiliates. NewsFlow combines Video Technics' Apella VCS video server and Ciprico's DiMeda™ centralized storage to provide an end-to-end solution for high-performance broadcast Non-Linear Editing (NLE) applications.

Clear Channel Communications recently selected the NewsFlow solution for installation at their broadcast affiliate, KLRT in Little Rock, Ark. Clear Channel selected Video Technics' NewsFlow because it offered their affiliates a scaleable, complete solution at an attractive price point for small to mid-sized broadcast stations. Ciprico's award-winning DiMeda provides the central storage pool for NewsFlow, allowing real-time file sharing between multiple, ingest, editing, special effects, and high-definition play-to-air workstations.

"We have a new technical plant, a new team, and the mandate to streamline the process. The Video Technics' NewsFlow solution gave us the ability to have an efficient process that was intuitive, easy to learn, and customized for the way we do business," said Allen Finne, Director of Engineering for Clear Channel affiliate, KLRT. "The NewsFlow product is a reliable integrated system that delivered as advertised, with outstanding support as an added plus."

The first of several joint opportunities, Video Technics and Ciprico will be showcasing their NewsFlow solution at NAB 2004 (Booth #C9125 and Suite #564 at the Las Vegas Hilton). The demonstration will mirror the NewsFlow installation at KLRT, proving how the two organization's combined technology can provide marked enhancements to broadcast and video production digital media workflows while reducing total cost of ownership.

"By coordinating our efforts with Video Technics, we're able to expand our offerings to our broadcast customers. It also offers us a unique opportunity to design a total solution for their specific needs,"

said Rich Vignes, Director of Marketing for Ciprico. "Our installation at Clear Channel Communications clearly demonstrates that our products can simplify and accelerate workflows, improve productivity, and provide customers with immediate savings in network and administration costs."

"We're delighted to be partnering with Ciprico and to offer the NewsFlow turnkey NAS solution to our customers," said Andy Tuggle, Director of Sales and Marketing for Video Technics. "While most NAS solutions are designed for general purpose or enterprise applications only, Apella VCS and DiMeda are specifically designed to handle large image files. By partnering with Ciprico, we can offer smart, open architecture solutions that can be scaled to meet the immediate demands of on-air news production facilities of all sizes. Together, we offer our customers the fastest access to crucial data at an affordable price point."

### **About Video Technics**

For almost twenty years, television broadcasters and corporate industrial leaders have depended on Video Technics, Inc. to produce innovative workflow solutions for analog and digital video graphic communications. Video Technics has a proven history of responding to the unique needs of their clients by developing custom software solutions that provide cost-effective means to dramatically increase productivity. For more information about Video Technics, visit [www.videotechnics.com](http://www.videotechnics.com).

### **About Ciprico**

Ciprico, Inc., designs, manufactures and markets storage and system solutions for digital media applications within the broadcast and entertainment, military and government, medical imaging, and small to medium enterprise markets. Ciprico solutions combine storage, networking and computing technologies to simplify and accelerate digital media workflows. Ciprico is headquartered in Minneapolis, Minn., with international sales offices in the United Kingdom. More information about Ciprico is available at [www.ciprico.com](http://www.ciprico.com).

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