
NEWS RELEASE

Video Technics, Inc. Introduces Apella v2.5 at NAB 2004 Powerful Embedded Features with Centralized Database

Atlanta, Georgia - April 16, 2004 - Video Technics, Inc., today announced it would be showcasing the Apella Video Clip Server v2.5 at NAB 2004 with other industry leading partners. The new Apella VCS offers customers the most interoperable and feature-packed server to date. During NAB 2004, Video Technics will be demonstrating a complete line of newsroom applications embedded within the Apella VCS in Central Hall at Booth #C9125.

The VT Scheduler, a simple time-based recording and playout automation interface is perfect for automating incoming satellite feeds, commercial spot insertion, and time-of-day program playout. Ingesting feeds has never been easier with the new centralized database that supports multiple compression formats including DV25, DV50, and MPEG2 up to 50Mb/s.

Powerful network client interfaces like VT Director and VT Proxy Editor are specifically designed for remote multi-channel playout and offline editing and browsing. Distinct from other servers on the market, the Apella VCS is uniquely optimized in its component architecture to specifically support today's LAN, NAS, SAN, and WAN environments.

"When seconds count, we need a solution that is extremely responsive to our needs, and one that allows us to build an operation for now and the future. Video Technics had the best product with the most versatility." Michael Fabac, News Director at KLRT – Little Rock, Arkansas.

The Apella Video Clip Server is an extremely flexible device with an open architecture, which can be utilized in many different solutions including Tapeless Digital Newsrooms, Master Control Spot Insertion, Cable Head End Automation, and Networked Distance Learning. In addition, Apella VCS can be easily integrated into broadcast production, master control, and transmission environments using many industry-standard automation interfaces. For more information on this product, please visit www.apella.tv.

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.

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