



VIDEOTECHNICS INC.

Go Digital. Go LIVE.

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For Immediate Release

VIDEO TECHNICS INTEGRATION WITH PATHFIRE ENABLES NEWSROOMS TO GO DIGITAL. GO LIVE. GO NOW!

Atlanta, GA (October 4, 2005) – Video Technics collaborated with Pathfire to create a user friendly and extremely streamlined method for ingesting media directly into the Video Technics' NewsFlow™ centralized database. Users are now able to work within Pathfire's DMG desktop application to drag-and-drop Pathfire-delivered content into NewsFlow via the VT Media Exchange server. The new media is ingested and instantly available to anyone on the NewsFlow shared network for playout, logging and editing using the VT Proxy Editor software client. Stations increase efficiency and take media to air much faster using this easy file transfer system.

"By interfacing Pathfire's DMG with the Video Technics' VT Proxy Editor™, we are able to provide unprecedented solutions for the broadcast environment. Pathfire continues to lead the industry in enabling file-based transfer of content, resulting in dramatically streamlined operations." said Jamie Meyer, Product Manager, Station and Group Products.

NewsFlow from Video Technics provides incredible productivity using a simple, low cost desktop workstation that integrates distributed news content from Pathfire with the VT Proxy Editor in the newsroom. Both VT Proxy Editor and Pathfire software clients interoperate with newsroom control systems such as iNEWS and ENPS that allow users to acquire, edit, and produce a complete VO, SOT, Tease, or simple Package.

Mark Rivers, President of Video Technics, Inc. highlights the ease of use by saying, "Users browse, search and select content within Pathfire's Digital Media Gateway desktop application, then drag-and-drop the file to the VT Media Exchange destination icon located on the Pathfire client interface. New media content is quickly ingested with original metadata into the NewsFlow shared central storage,

which is now available to anyone on the network. From the networked VT Proxy Editor client, users open the newly acquired source material to browse, edit, or add voice-over. It's that simple and yet that powerful."

Video Technics' end-to-end tapeless newsroom solution, NewsFlow, was installed this year at KOTA in Rapid City, SD. The implementation of NewsFlow at KOTA was specifically chosen for the Pathfire and VT Proxy Editor integration. KOTA's NewsFlow solution includes Apella Video Clip Servers for multi-channel ingest/payout, VT Proxy Editor seats with a floating license, networked storage, VT Media Exchange Server for transferring files such as Pathfire-delivered content, and Pathfire's Transfer Service. The Pathfire and VT integration increases newsroom production time and "gives us versatility we never had before," stated KOTA's news director, John Petersen.

John continued, "We have been using the VT Pathfire interface for several months now and it makes transferring clips quick and easy from the Pathfire database to the NewsFlow system. The transfer process takes a minute or two, and then the clip is available on the Apella server for editing and payout. The addition of the VT Media Exchange has really streamlined the workflow by eliminating dubbing and/or ingesting time! It's a real timesaver! It's as easy as drag and drop from the Pathfire content screen right to the NewsFlow database! My people really like it!"

According to Petersen, "NewsFlow with the VT Proxy Editor and Pathfire integration is a cost effective and practical solution that made it possible for KOTA to DOUBLE the newscast production workload in the newsroom. We are producing 12 more shows per week for our sister station, KDUH-TV. We couldn't do it without the NewsFlow system and the VT Media Exchange server with Pathfire."

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, payout to air, and feature proxy creation and unparalleled asset management. For more information visit: www.videotechnics.com.

About Pathfire

Pathfire, headquartered in Atlanta, is the leading provider of digital content distribution and management solutions for the broadcast, media and entertainment industries, 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 broadcast facilities throughout North America. Pathfire Direct, a new generation of digital content distribution and management solution, enables organizations to move both live and store-and-forward video between remote locations over any IP-enabled network. For more information visit: www.pathfire.com.

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