



VIDEOTECHNICS INC.

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For Immediate Release

Video Technics, Inc. Penetrates Latin American Market Ángel González Group Selects VT

Atlanta, GA (March 31, 2007) – One of Latin America's major media conglomerates, the Ángel González Group, has selected Video Technics, Inc. (VT), an established innovator of cutting-edge server solutions for the broadcast industry to provide its Apella™ Media Servers and end-to-end NewsFlow™ solution to several stations, including Channel 9 of Argentina. The González Group was attracted to VT partly because of its Apella™ HDS media server, which offers high definition native file-based workflow utilizing new software codec technology and multi-format capability for production and transmission. González Group Technical Director Juan Pablo Alviz stated, "We are adjusting our workflows regionwide, with a clear directive to move towards HD. The new content collaboration and digital management platform will allow us to easily penetrate new markets, increase our presence in the region and take advantage of our regional strength to penetrate additional markets and generate new revenue models." Also, the conglomerate was impressed with VT's ability to seamlessly interface with AP's ENPS newsroom control system (NRCS).

The initial phase of the González Group's facilities update project spans three countries, with plans to expand further over the next 24 months. The initial phase includes integration of VT's end-to-end NewsFlow™ solution at Argentina's Channel 9, as well as Apella Media Servers and the VT Web Server for ingest and web-based asset distribution from the González Group's Miami headquarters. The group will be able to acquire content at the central headquarters, and then allow its international affiliates to browse that content, view proxies, and download high-resolution assets via the VT Web Server.

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/playout tools, and digital asset management. For more information visit: www.videotechnics.com.

About Ángel González

Ángel González, owns 23 television stations across Latin America, including Channel 9 of Argentina, Red Televisión de Chile, RTS de Ecuador, ATV de Perú, Channel 9 of Paraguay, Repretel de Costa Rica, and Radio Televisión de Guatemala. The González Group is based in Miami, Florida.

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