



**VIDEOTECHNICS INC.**

*Go Digital. Go LIVE.*

Video Technics contact: Andy Tuggle  
Tel: 404-327-8300  
[atuggle@videotechnics.com](mailto:atuggle@videotechnics.com)

For Immediate Release

## **VIDEO TECHNICS ACCELERATES BROADCAST WORKFLOWS WITH SONY XDCAM NATIVE INGEST AND ADOBE PREMIERE PRO**

**Atlanta, GA (November 15, 2005)** – Video Technics announced a new plug-in for Adobe® Premiere Pro® that adds the editing capability of the Sony XDCAM™ Professional Disc™ system. Video Technics' end-to-end tapeless NewsFlow™ solution now offers an application to streamline the ingest process from Sony's XDCAM system to Adobe Premiere Pro 1.5. With plug-in technology, users seamlessly ingest XDCAM files to the NewsFlow centralized database, without transcoding.

“One of Video Technics' strengths is to create innovative solutions that enable our products to collaborate effectively with leaders in the industry such as Sony and Adobe,” said Mark Rivers, President of Video Technics.

In this case, the VT XDCAM Browser connects to any XDCAM camcorder or editing deck on the network. With native ingest functionality; the XDCAM files are automatically placed in an AVI, MXF or AAF wrapper while maintaining the original quality of video and audio files. The browser interface shows XDCAM MXF files with thumbnails, transfer media status, and metadata. Users are able to search for an ID number or sort by ID, creation date, duration, video format and file size. Simplicity and accommodation are hallmarks of Video Technics products including drag-and-drop functionality of multiple file ingest directly from the XDCAM to the Adobe Premiere Pro project bin. Users can also import new media into a NewsFlow SAN or NAS for shared access low-res proxy editing and play out to air on any Apella video server channel.

“Video Technics' new plug-in offers users of our XDCAM™ Professional Disc™ system a broader range of production options and a higher level of flexibility” said Bob Ott, Vice President of Optical and Network Systems for Sony Electronics. “Their technology complements the design of the XDCAM system, with such features as drag-and-drop functionality, fast media ingest, and network connectivity. The result is a more streamlined production process and ultimately the ability to get content on the air faster.”

Operators are now able to browse the VT XDCAM dialog from the VT Proxy Editor and drag and drop selected XDCAM material into the NewsFlow centralized database for editing. The VT Proxy Editor is a remote low-res browse and edit application in which users view proxies and create a VO, SOT, or Tease from the timeline. Edited timelines are played out immediately to air from any Apella server channel or exported to NLE's such as Adobe Premiere Pro.

The VT Adobe Plug-In, embedded in Adobe Premiere Pro workstations, allows editors to browse the NewsFlow database from the VT Proxy Editor and drag-and-drop shared content into the Premiere Pro project bin for editing; then export the revised media directly from the Premiere Pro timeline for immediate playout on any Apella server.

The XDCAM Browser is a complementary application that offers stations a low-cost connection between the Sony XDCAM system and Adobe Premiere Pro for a faster and more efficient workflow. "Our broadcast customers value Adobe Premiere Pro in Video Technics' solutions because they deliver creative control while saving them time and money" says Simon Hayhurst, Director of Product Management for Adobe Digital Video and Audio products. "Video Technics' new plug-in for Adobe Premiere Pro is another example of how our partnership enables them to save time without compromising creative control by streamlining the lengthy media acquisition process, with easy clip selection and faster than real-time transfer without transcoding or loss of image quality."

The VT XDCAM Browser, offered standalone or embedded in the remote VT Proxy Editor™ and Adobe Premiere Pro 1.5, will be available at the end of November. Easily download the software application from the VT website ([www.videotechnics.com](http://www.videotechnics.com)) at a limited introductory price of \$495.00. Video Technics will demonstrate the media acquisition solution at the NAB Post Production Tradeshow in New York' Jacob Javits Convention Center, November 15<sup>th</sup> – 17<sup>th</sup>, Booth# 422.

**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 visit: [www.videotechnics.com](http://www.videotechnics.com).

**Video Technics, Inc.**  
Four Executive Park East, Suite 450,  
Atlanta, GA 30329  
Tel: 404-327-8300  
Fax: 404-327-8831