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Video Technics contact: Andy Tuggle
Tel: 404-327-8300 x308
atuggle@videotechnics.com

Press contact: Cynthia LaLuna
Tel: 404-327-8300 x309
claluna@videotechnics.com

For Immediate Release

Raycom Media's Flagship WSFA-TV Upgrades to HD Playout and Graphics Production with Video Technics' Apella HDS Video Server

Atlanta, GA (October 1, 2008) – Video Technics, Inc. (VT) today announced that Raycom Media's flagship WSFA-TV of Montgomery, Alabama is using the Apella™ HDS Media Server for ingest, asset management, and playback of high-definition news clips and animated graphics with key.

The solution includes an Apella HDS with one input and two output multi-rate HD SDI channels, VT Media Exchange software, and HD VFW video codecs installed on WSFA's own content creation workstations. The new workflow allows WSFA's graphics producers to take HD content provided by Raycom or created locally in Adobe® After Effects®, and drag and drop into the VT HotFolder. The VT Media Exchange software then automatically imports the 300Mb/s MPEG-2 + Alpha HD files to the Apella HDS for playout with audio, video and key. The Apella HDS supports multiple formats and native codecs, including 10 bit uncompressed video and key, and accepts VDCP automation by WSFA's existing Snell & Wilcox Kahuna™ switcher.

According to WSFA Chief Engineer Morris Pollock, "We were looking for a lower cost HD server that would fit our budget, to support our news effort with opens, bumps, and day in/day out HD playback for news clips. When Andy Tuggle of Video Technics conducted a web-based demonstration of all of the capabilities and flexibility of the software and hardware, we were pleased by what was offered in the base system. After looking at competing solutions, we found the value VT provided to be refreshing.

Support from VT has been excellent throughout our implementation process, and the interface with After Effects is working like a champ – our editor produces the content on the NLE with video and key, and then dumps a batch of clips into the folder for the VT Media Exchange Server and forgets about them – later, they’re available for playback in true HD. It makes our job easy.”

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 Raycom Media, Inc.

Raycom, an employee-owned company, is one of the nation's largest broadcasters and owns and operates 46 television stations in 18 states. Raycom stations cover more than 12 percent of U.S. television households. WSFA is an NBC-affiliated television station broadcasting on VHF channel 12 in Montgomery, Alabama. For more information visit www.raycommedia.com.

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