



**VIDEOTECHNICS** INC.

*Go Digital. Go LIVE.*

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For Immediate Release

**Video Technics Introduces  
enVue® - a Cross-Platform, Web-Based  
Media Asset Management Tool - at NAB 2008**

**Atlanta, GA (April 9, 2008)** – Video Technics, Inc. (VT) today announced that it will be demonstrating enVue®, a new secure web-based media asset management tool at NAB. This application, available with the VT Media Exchange Server, is specifically designed to allow users to browse, search, push, and pull content from anywhere at any time. Each media asset is accompanied by extensive inherent and user-defined metadata, thumbnail image, and ASF streaming proxy file.

enVue allows user to import and export media seamlessly from the content editing platform of choice – Final Cut Pro®, Adobe® Premiere® Pro, Avid, EDIUS and others. Status windows monitor the progress of local file downloads and uploads. Metadata fields are easily edited using the web browser, and enVue users can communicate in real-time with other online users worldwide via an onboard chat function.

Users have the option to transfer media on demand in a different codec and/or wrapper format than was originally ingested. Media files are downloaded as MPEG-2, DV in an AVI, QuickTime, or MXF for broadcast platforms. Media can be converted and downloaded as WMV or QuickTime streaming formats, as well as converted to special consolidated web packages for distributing media to other facilities.

Secure access to specific assets and defined functionality is governed by customized user account profiles. User-definable metadata labels and field choices provide the flexibility required by dynamic workflows. Additionally, a unique global ID follows each asset throughout its life cycle – ingest, edit, play-to-air, and archive.

A variety of configurations are available, with the flexibility to grow with the operational demands of broadcast facilities.

The enVue application will ship in June 2008 and will be showcased in Video Technics Booth SU9227.

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](http://www.videotechnics.com).