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**Video Technics contact: Andy Tuggle**  
Tel: 404-327-8300 x308  
[atuggle@videotechnics.com](mailto:atuggle@videotechnics.com)

**Press contact: Susan Bonss**  
Tel: 404-327-8300 x333  
[sbonss@videotechnics.com](mailto:sbonss@videotechnics.com)

**NAB Booth # SU3014**

**For Immediate Release**

## **ABC Affiliates On-air Look Dramatically Improves With Video Technics Tapeless NewsFlow Solution!**

**Atlanta, GA (March 29, 2006)** – ABC affiliates WDAY in Fargo, ND and WDAZ in Grand Forks, ND have made the transition to an all digital tapeless news production environment with Video Technics' NewsFlow solution. WDAY and WDAZ both selected NewsFlow as a cost effective solution that would improve production workflow and on-air quality while ultimately providing the highest return on investment. Before making the transition, both affiliates produced packages in a tape to tape environment, which slowed down production time and eventually degraded the on-air video quality.

NewsFlow allows journalists and editors to create packages in a completely shared file based end-to-end workflow that includes Apella servers for multi channel ingest/payout. Using VT Proxy Editor and embedded inside ENPS MOS ActiveX plug-in workstations, journalists have instant access to the centralized database and can perform low-resolution browsing and non volatile editing from networked attached storage from any PC on the Network. Now journalists and editors can simultaneously browse and edit packages from their desktop and seamlessly drag and drop revised packages into the specified ENPS rundown. With the VT Proxy Editor application embedded inside ENPS workstations, journalists have instant access to the centralized database from any PC on the network.

Mark Rivers, Video Technics' president stated, "VT supplies a proven solution created for any size facility and is based on an open platform to seamlessly integrate with a facility's existing hardware and

software. The transition away from tapes to a file based workflow is easily obtained with Video Technics' Apella Media Server Family and NewsFlow system." Sue Eider, WDAY Programming Director, stated, "What this conversion has done is reduced stress and frustration with old tape machines in the edit bays. Bringing the packages and content to air has become very efficient, the packages are ready to air and brought to air with minimal work." Additionally WDAY provides content for both stations' newscasts in order to save time and improve overall operating efficiency. "The implementation of NewsFlow has improved WDAY TV's on-air look ten-fold with fewer human mistakes and almost non-existent errors due to technical failure!" said Eider.

Video Technics offers an all-inclusive solution with reliable products, on-site commissioning and training and twenty four hour phone support. "One word describes the technical support experience with Video Technics, Awesome! The entire staff of WDAY-TV believes that without VT's on-site commissioning and training, the aggressive timetable set for our digital conversion, would have been disastrous. VT's knowledge and commitment to the project was what every station hopes for during a conversion yet rarely experiences," says Sue Eider, WDAY Programming Director.

Sue Eider continues, "It is apparent to everyone that WDAY TV has much cleaner and very tight, quick-paced shows. This would not have been accomplished without NewsFlow and the Apella servers integrating with ENPS. Video Technics delivered what was promised and the service after the sale has been the best. If this system meets the need of your station, I would highly recommend Video Technics. They are raising the bar of customer service and support!"

**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