



**VIDEOTECHNICS INC.**

*Go Digital. Go LIVE.*

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For Immediate Release

## **Video Technics, Inc. Demonstrates Apella HDS v3.5 with Axio HD and New NLE Plug-In Technology in Matrox Booth**

**Atlanta, GA (April 16, 2007)** – NAB Booth SL 2015 – Video Technics, Inc., a pioneer in revolutionary systems development for the broadcast industry, introduces version 3.5 of its Apella™ HDS media server at NAB 2007. See the new Apella platform demonstrated in the Matrox Video Products Group booth alongside Matrox's Axio™ HD NLE platform running Adobe® Premiere® Pro 2.0, with the embedded VT Craft Edit Plug-Ins.

Video Technics CEO Mark Rivers states, "Our existing plug-in compatibility with Adobe Premiere Pro now combines with Matrox's Axio HD NLE platform to render native HD media that can then be directly exported to our Apella HDS Media Server and played to air with no loss of quality due to conversion, transcoding or compression."

The Apella Media Server Family v3.5 adds built-in automated asset lifecycle management to its list of enhancements, which can automatically transfer media assets between online, nearline and offline storage locations. Users can also manually trigger the transfer between media locations, with the option of sending assets to archive and either keeping or purging the asset from its original location. This functionality combined with scalable hardware options makes asset lifecycle management affordable at multiple price points, and is being demonstrated further in both the Qualstar (SU 13 611) and Isilon (SU 12 115) booths, as both manufacturers have partnered with VT to help create the Apella Network Library.

The Apella Media Server is housed in a compact 3 RU chassis with internal storage supporting up to 6TBs with RAID 1, 3, 5 and 6 options. All systems include Windows OS, VT Database Engine, and Apella Media Server Engine. Powerful software applications also included with an Apella HDS server are VT Scheduler™ for automated record and playback, VT Director™ with multi-channel PlayList control, and VT Proxy Editor™ for database browsing and non-volatile low-res editing. Additionally, users have the option to add ActiveX browser plug-ins for news room control systems such as AP's ENPS, Autocue's QNews, Avid's iNews, and Comprompter's NewsKing as well as a non-linear editor plug-ins for both Adobe Premiere Pro and Final Cut Pro. All Apella server systems support automation protocols such as VDCP, MOS, and native Apella API.

#### 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).

#### About Matrox Video Products Group

Matrox Video Products Group is a technology and market leader in the field of HD and SD digital video hardware and software for realtime editing, DVD authoring, capture/playout servers, clip/still stores, and CGs. Matrox's Emmy award-winning technology powers a full range of content creation and delivery platforms used by broadcasters, post-production facilities, project studios, corporate communicators, and videographers worldwide. Founded in 1976, Matrox is a privately held company headquartered in Montreal, Canada. For more information visit [www.matrox.com/video](http://www.matrox.com/video).

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