



VIDEOTECHNICS INC.

Go Digital. Go LIVE.

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

Video Technics Introduces Apella HDX and SDX New Full-Featured and Affordable Video Servers

Atlanta, GA (April 8, 2008) – Video Technics, Inc. (VT) today announced that it is showcasing two new video servers for the Apella Media Family product line at NAB2008. Both server solutions, which are currently shipping – SDX for standard definition and HDX for high definition - provide embedded asset management functionality, automated ingest and playout, simultaneous analog and digital I/O, at a lower cost.

“DTV broadcasters are faced with tremendous financial challenges as they complete their transition from analog to digital, and many are making an initial quantum leap directly to high-definition,” stated Mark Rivers, CEO of Video Technics, Inc. “Video Technics has designed a new video server line that offers full functionality out-of-the-box to make high definition a reality today without breaking the bank,” he continued.

The Apella HDX video server offers NTSC, PAL, and high definition video standards with one or two multi-rate HD/SD SDI video inputs and one or two multi-rate HD/SD SDI video outputs. Each HD-SDI output also provides real-time high-quality downscaling from HD to SD with center cut output simultaneously as a separate SDI and analog component or Y/C or CVBS signal. For each video stream, the server provides 2-in/6-out unbalanced AES/EBU audio channels, eight SDI embedded audio I/O channels, and 2-in/6-out balanced analog audio channels. The Apella HDX starts at \$29,995 for two channels.

The Apella SDX video server supports NTSC and PAL video standards with a choice of one or two SDI, Y/C, component or CVBS inputs, and two or four SDI, Y/C, component or CVBS outputs per server chassis. Each video stream offers 8 SDI embedded audio I/O channels, 2 in/4 out unbalanced AES/EBU, and 2-in/4-out balanced analog audio channels. The Apella SDX starts at \$11,995 for three channels.

Virtually unlimited channel I/O and full redundancy can be implemented simply by networking Apella servers together with a VT centralized database server and VT network attached storage. Each server is protected with local media and metadata caching. The Apella Media Server Family provides extensive native codec support in HD and SD: MPEG-2 I-frame, MPEG-2 IBP, DVCPRO HD, MPEG HD, HDV 1080i, HDV 720p (JVC ProHD), IMX, DVCPRO50, DV, DVCPRO, and DVCAM.

Both the Apella SDX and Apella HDX will be demonstrated in NAB 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.