



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

The Tonight Show with Jay Leno
Upgrades Graphics Production and Playout to HD
with Apella HDS and Matrox Axio

Atlanta, GA (April 4, 2008) – Video Technics, Inc. (VT) today announced that NBC Universal's *The Tonight Show with Jay Leno* has installed the Apella HDS Media Server for ingest, management, and playback of high-definition graphics with key.

The solution includes an Apella™ HDS with one input and two output multi-rate HD SDI channels, a VT Studio Pro Axio LE nonlinear editor (NLE), and the VT Craft Edit Plug-In for Adobe® Premiere® Pro, tied together with a fibre-channel SAN capable of supporting real-time access to 10-bit uncompressed video and key. The new workflow allows *The Tonight Show's* graphics producers to take HD content, edit on the Axio NLE, and export the revised content to the Apella HDS for playout it to air with key. Content usually originates from sources using Avid's DNxHD codec, exported in a QuickTime wrapper, edited with Premiere Pro CS3 or AfterEffects on the Matrox Axio, and then natively exported to the Apella for playout using the VT Craft Edit Plug-In. The Apella HDS supports multiple formats and native codecs, and has been certified by SAN Solutions, Inc. for data throughput as high as uncompressed 4:2:2:4 within their storage infrastructures.

Video Technics CEO Mark Rivers noted that the Apella HDS was selected by *The Tonight Show* because "it is a mature product that provides a file-based interface with most graphics production applications. The Apella HDS is affordable and flexible and can be purposed for news production, master control playout, or graphics production with high-quality video and key."

The Tonight Show previously used a Matrox DigiSuite product for many years, and the Apella HDS is compatible with their library of standard definition graphic clips. "It is gratifying to see that as a satisfied user of our SD solutions, the Tonight Show turned to Video Technics and Matrox Axio when it was time to upgrade to HD production," said Francesco Scartozzi, Matrox Sales Director for the Americas. "They can continue to benefit from leading-edge technology and outstanding reliability and service provided by Video Technics."

Video Technics will be demonstrating its HD workflow in Booth SU9227 at NAB 2008, April 14-17.

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 and see them at NAB 2008 Booth SU9227.

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 and see them at NAB 2008 Booth SL320.

About SAN Solutions, Inc.

Focused on the entertainment markets, SAN Solutions architects, implements, and supports enterprise class network storage infrastructures that revolutionize the workflow and management of media throughout a entertainment studio. With its proven methodology, SAN Solutions has developed solution sets that cover ingest, production, post-production, media transformation, digital asset management, content delivery, and archive. For more information about San Solutions, visit them at NAB 2008 Booth SL8605 or contact them at 1-866-661-7144.

Apella is a trademark of Video Technics, Inc. Adobe and Premiere are trademarks of Adobe Systems Incorporated. Matrox is a registered trademark and Matrox Axio is a trademark of Matrox Electronic Systems Ltd.