



VDS• New York
425 Broadhollow Road, Suite 205
Melville, NY, 11747 USA
631•249•4399
631•249•4341

FOR IMMEDIATE RELEASE

VDS Delivers 27 Station Branding Systems to Fox O&O Television Stations

MELVILLE, NY, February 27, 2006—VDS, a leading developer of broadcast automation software, content design and plug-in products has been selected by Fox Television Stations to provide 27 of its owned and operated stations with VDS Branding on Lower Third (BOLT) systems for station branding and other Lower Third graphics requirements.

BOLT is VDS' next generation integrated data-driven graphics display system and can generate graphics in SDI or HD formats. BOLT consists of a suite of VDS applications running on a Chyron CAL based hardware platform. The primary application of BOLT is for branding, providing stations with a system that identifies the Fox station by using the rotating clock-temp-bug paradigm, a Fox News Channel original.

The faces of the lower portion of the clock-temp-bug are dynamic, allowing each station to add their own captions as needed. The system also provides for automated local time and temperature display as part of the operations.

In addition, the VDS BOLT is a modular product that will allow each station to easily incorporate additional features as needed including VDS NewsTicker crawl for news, headlines and alerts, GameTrak for sports score updates, local promo insertions, stock market updates and weather alerts.

Each added feature can be controlled independently from the local Automation System or from local Master Control

"We are extremely pleased that VDS has been selected by the Fox Television Stations to provide a system for their branding and master control graphics needs. Using the flexible architecture of our Station-In-A-Box product, our team developed BOLT to meet current Fox station specific needs for generating dynamic IDs as well as provide for future needs in SD or HD formats", said Larry Mincer, President of VDS.

About VDS

VDS is committed to providing automation and content design tools for the broadcast, cable television, internet, and post production markets. VDS designs products for the automated control of broadcast television systems, with an emphasis on graphics-related operations, content distribution and automation, and internet-to-video and video-to-internet systems. VDS content creation systems provide industry tools that deliver graphic design, universal file translation and integration capabilities.

For more information on VDS, please contact:

Marketing & Product Development:

David-Ray Worthington

Phone: 416-255-7102

Email: dr@videodesignsoftware.com

Sales:

Steve Papadakis

Phone: 631-249-4399, Cell: 516-380-6561

Email: stevep@videodesignsoftware.com

www.VideoDesignSoftware.com