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FOR IMMEDIATE RELEASE

VDS Provides Additional DiReCT Channels to Ascent Media Network Services Europe

Suite of Applications for Automated Transfer of Digital Assets

MELVILLE, NY, March 14, 2007 - VDS, a leading developer of broadcast automation software, content design and plug-in products has enabled four additional channels of operation in its DiReCT (Digital Resource Cataloging and Transfer) system at the Ascent Media Network Services Europe facility. DiReCT is a VDS suite of applications that manages digital assets in a multichannel broadcast cable operation from the point of ingestion through playout.

With these new channels, the VDS DiReCT system manages over 50 graphics devices on more than 40 independent channels at that facility.

DiReCT manages video assets such as animations, bugs, templates and text as well as audio assets such as voice-overs and tags. At the Ascent facility, DiReCT transfers these assets to a combination of Miranda Imagestore and Intuitions systems, which are then triggered to air by the OmniBus Systems Colossus automation for the playback of graphic of audio branding elements.

The screenshot shows the VDS DiReCT software interface in a Microsoft Internet Explorer browser window. The main content area is titled 'Timeline - Events' and displays a table of automation events. A sidebar on the left contains navigation options like 'Cortex', 'Automation', 'Graphics', 'Watch Folder', and 'DIReCT'. A dropdown menu is open, showing 'ALL CHANNELS' and 'ALL STATUS TYPES'.

Channel	On Air Time	Automation ID	Automation Title	Event Name	Destination	Status	File Status
MAIN: 1 - The Software Channel	01 Aug 2006 00:00:00.00	R001	Demo Clip 001	R001	IS2 [192.168.0.1]	File(s) checked and present, no audio	Associated event files: R001.oxa - Checked and present
MAIN: 1 - The Software Channel	01 Aug 2006 00:01:40.00	R002	Demo Clip 002	R002	IS2 [192.168.0.1]	File(s) checked and present, with audio	Associated event files: R002.oxa - Checked and present R002.oxe - Checked and present
MAIN: 1 - The Software Channel	01 Aug 2006 00:03:20.00	R003	Demo Clip 003	R003	IS2 [192.168.0.1]	File transfer queued	Associated event files: R003.oxa - Transferring R003.oxe - Not yet checked
MAIN: 1 - The Software Channel	01 Aug 2006 00:05:00.00	R004	Demo Clip 004	R004	IS2 [192.168.0.1]	Not yet checked	
MAIN: 1 - The Software Channel	01 Aug 2006 00:06:40.00	R001	Demo Clip 001	R001	IS2 [192.168.0.1]	Not yet checked	
MAIN: 1 - The Software Channel	01 Aug 2006 00:08:20.00	R002	Demo Clip 002	R002	IS2 [192.168.0.1]	Not yet checked	
MAIN: 1 - The Software Channel	01 Aug 2006 00:10:00.00	R003	Demo Clip 003	R003	IS2 [192.168.0.1]	Not yet checked	

DiReCT monitors the OmniBus automation playlist in advance to determine the schedule of utilization for each of the asset elements that have been ingested into the system. Based on the playlist, DiReCT transfers those digital assets to the Miranda edge devices and verifies that the correct assets are on the correct devices so that automated playout

can occur. DiReCT also continuously manages disk space utilization on edge devices, as well as on the graphics storage server, according to facility-defined metadata and usage statistics.

DiReCT automatically assigns metadata such as ingest date/time, file size, and usage statistics to the digital assets. DiReCT also allows facility operators to assign additional metadata such as expiry date/time, description, and user-defined status (permanent, temporary, media needed, etc). Operators may define metadata fields at will, for a completely extensible system that may be used for order fulfillment, statistical analysis, and automated management.

“We are very pleased with the market acceptance of DiReCT. It is an extremely efficient and cost effective system for managing assets in facilities with multiple channels”, said Larry Mincer, President of VDS. “Once the core DiReCT modules are in place, the addition of new channel asset management is virtually instantaneous as the system is fully scalable.”

The DiReCT system provides multi-channel facilities like that of Ascent Media with the ability to manage digital assets with much greater accuracy, efficiency, and frequency. The system is easily integrated into existing equipment and currently interfaces to Harris ADC and OmniBus Colossus automation systems as well as a wide range of broadcast graphics devices.

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.

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