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**FOR IMMEDIATE RELEASE**

## NFL NETWORK SELECTS VDS GAMETRAK SUITE FOR TICKER AND REDZONE BOARDS

***VDS GameTrak Ticker and Boards provides automated sports data in a dynamic lower third ticker and full screen graphics.***

**NEW YORK, NY (April 4, 2005)** – VDS provided the NFL Network with two products from its GameTrak suite for automated sports displays: GameTrak Ticker and GameTrak Boards. The system provides unprecedented display of real-time, in-game stats and game information on game days, and also provides a stand-alone ticker that is used throughout the remainder of the week.

Data for the system is real time as game schedules, scores and clocks information come directly from the scoreboard in each NFL stadium across the country, and statistics come directly from the NFL’s official databases, which are updated on a play-by-play basis.

The full screen Redzone boards, which are displayed while games are in progress, provide a live display of game situation information, including possession and red-zone indicators for each game in progress. They also show team records, live in-game stats on a matchup-by-matchup basis, with team logos, network and channel logos to indicate where each game is being broadcast, sponsor logos and box-score information as games go final.

**KANSAS CITY 3 CLEVELAND 0** 1st 14:00

**RUSHING**

	Att	Yds	Avg	Lg	TD
<b>KC</b> P. Holmes	22	122	5.5	26	4
J. Tait	1	28	28.0	28	0
T. Green	2	17	8.5	12	0
D. Hall	2	14	7.0	9	0
T. Richardson	3	13	4.3	8	0
<b>CLE</b> J. White	12	42	3.5	9	0
W. Green	8	17	2.1	6	0

**Game Schedule:**

- KC 3 (8-8) vs CLE 0 (9-7) - ESPN 1st 14:00
- MIN 2 (6-10) vs CHI 0 (4-12) - FOX 1st 9:00
- NYJ 4 (9-7) vs BUF 0 (6-8) - ESPN 1st 9:00
- PHI (12-4) vs TEN (11-5) - 1:00 pm
- SD (8-8) vs CIN (2-14) - abc 1:00 pm
- NO (9-7) vs TB (12-4) - FOX 4:15 pm
- SEA (7-9) vs OAK (11-5) - abc 4:15 pm

**NFL Week 7 Chargers (3-3) vs Panthers (1-4) 1:00 PM**

The new NFL Network GameTrak ticker provides the NFL with a system for presentation of various types or segments of NFL news and information in a lower third ticker format. Each segment can be independently scheduled as one or more playlist entries, and are played out sequentially as required by the network. Segments include weekly NFL matchups, game scores, team specific injury reports, league news & promos, breaking news, league leaders by category and NCAA football game scores. The ticker also provides for the scheduling of sponsor logos on a segment -by-segment basis.

"The NFL Network needed a fast, flexible and bulletproof system to deliver scores, stats and promos to our fans," said Peter Brickman, NFL Senior Director of Broadcast Operations. "VDS delivered on all."

"We were very excited to be working with the NFL Network on these important segments of their broadcast operation," said Larry Mincer, President of VDS. "Our GameTrak suite of applications has shown to be flexible, extensible and robust, and is easily adaptable to new data sources, operational and graphic requirements."

#### **About VDS**

VDS is committed to providing automation and content design tools for the broadcast, cable television, Internet, and postproduction 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. [www.videodesignsoftware.com](http://www.videodesignsoftware.com)

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