



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

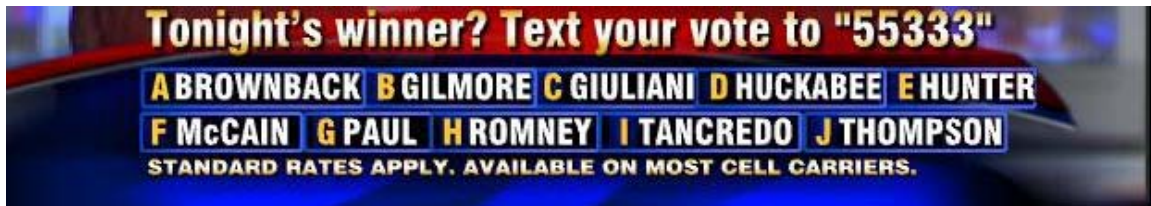
**FOR IMMEDIATE RELEASE**

## **VDS PROVIDES FOX NEWS WITH ENHANCED SMS VOTING DISPLAY SOLUTION IN SUPPORT OF PRESIDENTIAL DEBATE COVERAGE**

**MELVILLE, NY, June 4, 2007**—VDS, a leading developer of broadcast automation software, content design and plug-in products has provided the Fox News Channel with an enhanced version of its Text-to-Air™ system for the real-time display of SMS text message polling data.

Building on a system that was used to support Fox News' coverage of the Presidential State of the Union Address on January 23<sup>rd</sup>, the enhanced Text-to-Air system supports advanced features designed to provide Fox News production personnel with greater flexibility during live productions.

The Text-to-Air system was used during a special broadcast of Fox's Hannity and Colmes show following Fox News' coverage of the Republican Presidential Candidate Debate on May 15, 2007, Viewers were invited to send a text message to a dedicated SMS shortcode, indicating which candidate they felt performed best during the debate. The results were then displayed live on-air throughout the broadcast.



The enhanced Text-to-Air system retrieves data in real-time from a back-end system provided by Motricity ([www.motricity.com](http://www.motricity.com)). A key enhancement to the new system is the ability to support any number of display formats using a rendering engine provided by Viz-RT ([www.vizrt.com](http://www.vizrt.com)). New displays for call-to-action or live data representations can easily be scripted and saved in a database for future use. In addition to support for the Viz-RT render engine, the system can drive graphics systems from other major manufacturers including Chyron, Miranda and Harris.

The system also supports the ability to select and switch from any number of on-line voting campaigns setup within the Motricity environment. The new features are designed to provide Fox News with tools that can be used on a day-to-day, on-demand basis.

The system provides an intuitive user interface specifically designed for ease-of-use in a control room environment. Operator controls are provided for selecting the desired

graphics scene or template, selecting the on-line voting question, and displaying calls-to-action as well as real-time results. An integrated status display provides the operator with real-time data updates for all responses.

“The initial work we did with Fox News to display SMS voting results was a great success. We’re pleased to be able to work with Fox to take our Text-to-Air system to the next level and look forward to developing additional tools that integrate real-time viewer feedback into the broadcast.”, said Mike Dilworth, CTO 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.

[www.videodesignsoftware.com](http://www.videodesignsoftware.com)

**For more information on VDS, please contact:**

**Marketing & Product Development:**

**David-Ray Worthington**

**Phone: 905-469-6333**

**Email: [dr@videodesignsoftware.com](mailto:dr@videodesignsoftware.com)**

**Sales:**

**Steve Papadakis**

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

**Email: [stevep@videodesignsoftware.com](mailto:stevep@videodesignsoftware.com)**