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FOR IMMEDIATE RELEASE

VDS DELIVERS HIGH-DEF TICKER SYSTEM TO SNY

MELVILLE, NY, June 18, 2007 – VDS, a leading developer of broadcast automation software, content design and plug-in products has delivered a new high-definition, lower-third ticker system to SNY, the television home of the New York Mets and Jets.

Launched with the start of the MLB season, the ticker system provided by VDS is leading the way in displaying live in-game scores, box scores, stats, league and team news, network promos, sponsors and other breaking news information on SNY's 24/7, year-round television schedule. Scores and statistical data for the ticker system are being provided by PA SportsTicker (www.pa-sportsticker.com). All data is being processed by the VDS Gametrak Client/Server system and stored in the Sportbase central database developed by VDS to support clients throughout the sports broadcast industry.



The ticker system features multiple one and two operational modes, including a standard HD, lower-third format, as well as a special "live event" mode, during which the size of the ticker is reduced to provide maximum screen real estate for live, HD game coverage of the New York Mets, as well as other SNY programs. Additional features included

advanced support for the display of sponsor logos and advanced playlist editing features designed to speed the creation of ticker content.

A key requirement for SNY was the ability to create playlists of data to be displayed in the ticker, possibly several hours in advance of air-time and to trigger these playlists under automation control. Using the VDS Authoring tool, complete ticker playlists can be scheduled from SNY's facilities in New York City, for immediate or future playout under the control of SNY's automation system. Scores and stats information are updated live as the playlists are displayed on-air. The system also allows SNY's operations personnel with the ability to preview each playlist entry in real-time as the playlist is being constructed.



“Graphics performance wise, and being that everything was in native 1080i HD format, this was the most demanding Ticker system we have delivered to date. SNY pushes the envelope when it comes to on air graphics presentations and we are glad they chose VDS as their Ticker system provider. With our native HD ticker platform, SNY will be able to provide their viewers with the most up-to-date scores and news from all major sports leagues, in the highest possible graphics quality”, said Larry Mincer, President of VDS.

“Our goal at SNY is to lead the way in providing our viewers with the most comprehensive sports ticker information, in multiple operational formats, throughout our programming,” said Curt Gowdy, Jr., Vice President and Executive Producer of SNY. “This contemporary native HD graphic application – in partnership with VDS – has set the standard in the industry.

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.

Key VDS clients in the sports broadcast market include the NFL, the NHL, the NBA, SNY, the YES Network, Fox Sports, Fox Sports Net, The Score Television Network and MSG Network.

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