



**FOR IMMEDIATE RELEASE**

## VDS UPGRADES NFL ON-AIR GRAPHICS SYSTEMS

**MELVILLE, NY, January 8, 2007**—VDS, a leading developer of broadcast automation software, content design and plug-in products has performed major upgrades to a number of on-air graphics systems it has developed for the NFL Network.

The upgrades provided by VDS include a new overall look for the NFL Ticker. Driven under automation control, the NFL Ticker is the primary graphics tool used for conveying scores, stats, league and team news, and other information on the NFL Network twenty-four hours a day, three hundred sixty five days a year. In addition to the revamped look, VDS has integrated support for the display of scores, stats, and news for NCAA Division I college teams within the ticker. Scores and statistical data for NCAA coverage are being provided by [Stats Inc.](http://Stats.Inc) 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.

**MINNESOTA** 0 **FOX** 1st  
**CHICAGO** 0 14:46

RECEIVING					
	No	Yds	Avg	Lg	TD
R. Moss	6	58	9.7	33	1
J. Kleinsasser	5	58	11.6	20	0
D. Bates	2	50	25.0	46	0
B. Chamberlain	1	61	61.0	61	0
D. Alexander	1	11	11.0	11	0
	No	Yds	Avg	Lg	TD
M. Booker	8	198	24.8	54	1
D. White	4	46	11.5	20	0
A. Thomas	4	22	5.5	9	0
J. Davis	1	10	10.0	10	0
M. Robinson	1	10	10.0	10	0

Presented by:

**MIN O** (6-10) **CHI O** (4-12) 14:46  
**NYJ O** (9-7) **BUF O** (8-8) 14:44  
**PHI** (12-4) **TEN** (11-5) 1:00 pm  
**SD O** (8-8) **CIN O** (2-14) 14:38  
**NO** (9-7) **TB** (12-4) 4:15 pm  
**SEA** (7-9) **OAK** (11-5) 4:15 pm  
**STL** (7-9) **DEN** (9-7) 4:15 pm

NFC **PHI** : Jevon Kearse placed on Injured Reserve (knee) • CB I

In addition to its work on the NFL Ticker, VDS has also revamped the look for the NFL RedZone Boards system. The RedZone boards provide real-time in-game scores and leader/stats information, and are displayed continuously on the NFL Network each Sunday during the NFL football season.

Other systems provided by VDS to the NFL include the Sunday Snap Channel, which serves as a real-time program guide for subscribers to the NFL Sunday Ticket package.

“We are pleased to continue our longstanding relationship with the NFL and provide the upgrades to these key on-air graphics applications. The NFL is always pushing the envelope to improve the viewer experience. These latest upgrades exemplify this commitment by the NFL to its fans”, 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.

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