



FOR IMMEDIATE RELEASE

**VDS ANNOUNCES SYNAPSE RENDER FOR QUANTEL
Plug-in Effects For Pre-Created Templates**

MELVILLE, NY, December 5, 2007 - VDS, a leading developer of broadcast automation software, content design and plug-in products, today announced the immediate release of a Synapse render-only product for Quantel.

VDS' Synapse allows the Quantel operator direct, interactive use of hundreds of professional-grade plug-ins from within the Pablo, iQ, gQ, eQ, QPaintbox, and QEffects environments.

The **Synapse Renderer** addresses the need for Quantel's broadcast editing products including sQ Edit, sQ Cut and the laptop editor, Marco, to be able to render out pre-created templates using plug-in effects. Until now these systems required full feature Synapse and plug-in licenses making it impractical to include plug-in effects in the templates. Now, with Synapse Render it is possible to have plug-in effects included in templates at a much lower cost. Initially, the Synapse Renderer is available with GenArts Sapphire V2 plug-ins.

"We're very pleased to be able to extend the capabilities of our templated graphics workflows" says Trevor Francis, Quantel's Worldwide Marketing Manager for broadcast Systems. "VDS Plug-ins add flair and distinction to news and sports programs: offering them within Quantel's Templating package allows that flair to be extended to all users while retaining control of style and branding with the Creative Director."



sQ Edit



Marco Laptop Editor

"We're excited that Sapphire Plug-ins 2.0 is now available for Quantel render stations. Thanks to VDS, all the latest effects in Sapphire 2 can now be used effectively within the entire Quantel environment" said Anish Dhanda, Managing Director at GenArts, Inc.

"Until now many Quantel customers have been limited in their use of plug-in effects in their templates." comments David-Ray Worthington, Director of Marketing and Product Development at VDS. "We are happy to announce that this new render-only release of Synapse and Sapphire lifts that restriction."

About GenArts

Founded in 1996 in Cambridge, Mass., GenArts, Inc. is the premier provider of digital visual effects plug-ins for the film, broadcast and video industries. Their product, Sapphire Plug-ins, equips digital artists with a collection of over 200 state-of-the-art image processing and synthesis effects such as: Glows, EdgeRays, LensFlare, Lightning, FilmEffect, Warps and Textures. The effects seamlessly integrate into a number of editing and compositing systems including: Adobe · After Effects · , Premiere · Pro and Premiere · Elements; Apple · Final Cut Pro · and Shake · ; Avid · AVX Products; Autodesk · Compositing & Editing Systems and Combustion · ; Eyeon · Fusion · ; and Quantel · generationQ products.

About Quantel

Quantel has been at the forefront of the use of digital technology as a creative tool for the last 30 years and it is now using its vast experience to create tools for the new digital age - covering everything from terrestrial and multi-channel television, to broadband internet, DVD and d-cinema.

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.

<http://www.videodesignsoftware.com/>

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