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FOR IMMEDIATE RELEASE

VDS RELEASES ‘SERIALTONE™’ Application for synchronizing commercial breaks between television and radio broadcasts.

Farmingdale, NY, May 11, 2009—VDS, a leading developer of broadcast automation software, content design and plug-in products, today announced that it has released SerialTone, a software application for synchronizing television and radio commercial breaks.

SerialTone includes VDS Sentinel, a real time interface to Harris ADC station automation. Sentinel receives information and status from the ADC and allows SerialTone to see the full extent of the automation playlist, including the start times and durations for all scheduled commercial breaks. SerialTone then sends a trigger for the start of the break along with the break duration to a compatible DTMF tone generator ensuring synced television/radio commercial breaks. Through Sentinel, this proprietary VDS interface, SerialTone is continuously in sync with the events playing under the control of the automation system, including events with changed durations or start times.

As SerialTone can be used for triggering devices other than DTMF tone generators, multiple parallel channels of ad revenue can be synchronized. In addition, SerialTone can be applied for SD/HD simulcasts that use different commercials spots.

SerialTone is also available for facilities with Omnibus Colossus automation system.

“SerialTone has become a very valuable tool for broadcasters and cable companies who provide broadcast content to radio partners such as XM/Sirius, said Larry Mincer, President of VDS. “With commercial breaks for each partner occurring at the same time, advertising sales revenue can be independently maintained without conflicts.”

About VDS

VDS provides automation and content design tools for the broadcast, cable television, internet, and post production markets. VDS products offer 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. These products are used in fully automated sports, news and financial graphics channels as well as the automated management of digital assets and the automated generation of promos in multichannel broadcast or cable facilities. VDS content creation products help broadcast and post-production artists create eye-catching visual effects and apply cutting edge image processing algorithms to still graphics and moving footage. VDS's content creation toolset includes imaging/FX and media import/export plug-ins for editing/compositing systems, and an advanced paint system for broadcast graphics

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