



**VIDEOTECHNICS INC.**

*Go Digital. Go LIVE.*

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**NAB Booth # SU3014**

**For Immediate Release**

## **VIDEO TECHNICS ANNOUNCES ADOBE PREMIERE PRO VERSION 2.0 SUPPORT**

Atlanta, GA (April 17, 2006) – Video Technics' Adobe Plug-in update is now available for seamless compatibility with Adobe® Premiere Pro® version 2.0. As an element of NewsFlow, Video Technics' proven and extremely affordable all-digital tapeless newsroom solution, the VT Adobe Plug-in creates interoperability with the Adobe Premiere non-linear editor for faster media production. Offering the latest in broadcast tools and support interfaces, Video Technics will demonstrate the updated media editing solution at NAB 2006 in Las Vegas April 24<sup>th</sup> – 27<sup>th</sup>, Booth# SU3014.

A proven non-linear editor and field editor laptop, the VT NewsFlow™ Studio Pro contains the VT Adobe Plug-in embedded in Adobe Premiere and the VT Proxy Editor™ application. "Our broadcast customers value Adobe Premiere Pro 2.0 in Video Technics' solutions for its professional performance, tight integration and scalability, and the creative control they need while saving them time and money," said Simon Hayhurst, Director of Product Management for Adobe Digital Video and Audio products. "Video Technics' plug-in for Adobe Premiere Pro 2.0 strengthens our broadcast offerings, streamlining the lengthy media acquisition process with easy clip selection and faster than real-time transfer without transcoding or loss of image quality."

Journalists and editors create cuts-only low resolution editing from the remote VT Proxy Editor. With standard Ethernet connections, multiple networked editing bays simultaneously participate in the collaborative editing process. This low-res editing application contains a multi-track timeline for independent editing of video and audio tracks. Users working offline can also edit projects with proxies and use the new AAF file export to finish their work in Adobe Premiere Pro or other NLEs. For more

complicated edits, the VT Adobe Plug-in allows users to browse the NewsFlow database then drag and drop events directly from the VT Proxy Editor client into the Adobe project bin. VT Proxy Editor timelines are exported as AAF files into Adobe timelines preserving multiple media files and associated trim points. Once a package is completed, the users use the Export to Apella feature to overwrite existing media or enter a unique clip ID and user defined metadata. The new package is transferred directly from the Adobe timeline to the Apella centralized database faster than real-time without transcoding for playout to air from any Apella server.

The versatile VT Adobe Plug-in allows for quick edit changes, breaking news insertions and package creation in a less stressful workflow environment providing editors more time for creativity, which ultimately increases the overall on-air look. By simplifying the media and metadata exchange between Adobe Premiere Pro and NewsFlow, this partnership creates a true cost effective solution to streamline the production process.

**About Video Technics, Inc.,**

Video Technics, Inc., a pioneer in cutting-edge broadcast solutions, supplies the global broadcast, corporate, financial, government, and post-production sectors with innovative, feature-rich end-to-end solutions built around the Company's IT-based still image and video clip servers. Based in Atlanta, GA, Video Technics' Apella™ and NewsFlow™ solutions streamline the entire production process- from automated ingest, to edit, production, playout to air, and feature proxy creation and unparalleled asset management. For more information visit: [www.videotechnics.com](http://www.videotechnics.com).

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