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For Immediate Release

Video Technics Delivers File-Based Solution for The Education Channel

Atlanta, GA (June 30, 2010) – The Education Channel, based in Sarasota, FL had several unique challenges to meet when providing their 24/7 broadcast offerings. Currently working out of three portable units provided a challenge of creating a seamless workflow for the variety of community service programs they offer. Currently using a server system that could only be controlled by sundowned PC offerings restricted the scalability of their workflow. Finally, they were charged with designing a solution within limited budget constraints.

After reviewing several server solutions from a variety of companies, The Education Channel selected the Apella SDX offered by Video Technics, Inc. The Apella SDX is revolutionary price breakthrough for an SD video server with SDI and analog I/O connectivity that supports a mixed media database of DV and MPEG-2 files, and offers up to two inputs or four outputs simultaneously from a single chassis. “Cost was a primary focus for us in evaluating the solutions presented by Command Corp,” said David Cox, Engineer of The Education Channel.

But cost was not the only requirement. “We needed a solution that supported our workflow,” Cox stated. Currently the videographers shoot footage for any of a number of community service offerings including offerings such as “High School Idol” a spin of the American Idol program featuring High School students.

The footage is then imported into Final Cut Pro to be edited into a 30-minute show. So the solution they sought needed to work well with this editing tool. From there the edited footage was put on a DVCam tape and placed in the deck to be imported into the server, which then managed the payout.

“Ease of operation was of paramount importance to us,” Cox stated because The Education Channel shoots, edits, and produces about 75% of its own content with just three full-time and three part-time people.

Andy Tuggle, Vice President of Sales for Video Technics said, “We were pleased that Command Corp recognized that the Apella SDX was a robust, feature-packed server solution that would meet the current and future needs of The Education Channel.”

With plans underway to move The Education Channel into a new larger facility, consideration also had to be given to finding a solution that was scalable to upgrade easily to achieve future goals of importing directly from different edit stations.

“Before the Apella and the Batch Digitize software solution, I would have to import a tape full of public service announcements one at a time. Being able to control the deck from the Apella, I can import all of these announcements and then edit them into individual announcements. This saves me tons of time.” Cox stated.

About Video Technics, Inc.

Video Technics, Inc., a pioneer in revolutionary systems development, supplies the global broadcast industry with innovative, feature-rich workflow solutions built around the company's IT-based media servers. Video Technics' Apella™ and NewsFlow™ products streamline the entire production process, and feature inherent proxy editing, embedded ingest/payout tools, and digital asset management. For more information visit: www.videotechnics.com.

About The Education Channel

“Strengthening Community Bonds In The Quest For Student Achievement”
The Education Channel is a non-profit educational broadcasting/teaching facility serving Sarasota County, Florida under the stewardship of the School Board of Sarasota County. The mission of The Education Channel is student achievement. To that end, The Education Channel fosters a creative environment for the production of award-winning programming; offers students professional, real world experience; and joins with community partners to expand educational opportunities for a public that has long valued the finest education for Sarasota County students.