

For Immediate Release

VECTOR 3 TO SHOWCASE VECTORBOX AND BRAND NEW MULTIPLAY PRODUCT LINE AT CABSAT 2010

Multi-tiered product line provides broadcasters with avant-garde playout technology; enhancing workflow management through unparalleled broadcast reliability

Barcelona, Spain - January 27, 2010 - Vector 3™, a pioneer in graphics and playout solutions, announced today that they will showcase for the first time at the CABSAT exhibition, held in Dubai from March 2 - 4, 2010 (UBMS Partner Stand ZC-11), the revolutionary Vector Multi-Play playout solution alongside the company's flagship VectorBox systems. The new, innovative, multi-tiered MultiPlay product portfolio offers broadcasters a unique distributed architecture for optimizing multi-channel playout automation and redundancy. The advanced controls in the new MultiPlay solution enable broadcasters to design smart redundant architectures that near eliminate mirroring through an innovative scan and assist technology that employs a 1 to many set up as opposed to 1 to 1. Vector's MultiPlay's product line is modular and includes a complete master control room, options for graphics and channel branding, and multi-channel ingest capabilities. Developed on the VectorBox engineering principles, the breadth and depth of MultiPlay features are packaged into a well-designed and well-known Vector 3 style interface.

"The Vector MultiPlay product line has incorporated many cost efficiencies for broadcasters. Based on open-standards, the highly versatile MultiPlay products work with IT and Broadcast hardware components; but the true value is in the flexibility of the distributed architecture," says Roman Ceano, general manager of Vector 3. "Continuing in Vector 3's revolutionary philosophy, the forward thinking Vector MultiPlay technology can be reconfigured to adapt to changing operations, guaranteeing the right level of back up and support across channels... prioritizing system security based on channel importance. This is a significant savings for broadcasters who use the traditional backup strategy and mirror each channel."

In accord with Vector 3 standards of excellence, the team will be demonstrating the latest version of VectorBox with SD/HD Simulcasting. *"Our new VectorBox systems offer broadcasters the industry's most cost-effective and comprehensive playout automation solution on the market,"* said Ceano. *"The fully integrated "all-in-one" VectorBox systems serve to minimize cost and maximize productivity, while supreme performance features present an immeasurable workflow experience."* The cost-effective VectorBox all-in-one playout servers pair a robust master control room feature set with third generation channel branding that includes real time RSS & XML updates and integrated effects. Considered one of the standard playout systems in the industry, VectorBox offers easy integration with

new and existing third-party broadcast equipment. The highly flexible VectorBox system scalability, outstanding redundancy, and guaranteed compatibility combine to make VectorBox the preeminent playout solution technology.

To book a private press appointment at CABSAT 2010 or obtain more information, please contact Janice Dolan at janice@zazilmediagroup.com.

About Vector 3

The Vector 3 team commands over 25 years of experience in developing leading graphics and playout solutions for broadcast. Boasting an impressive client list of over 900 broadcasters worldwide, their legendary flagship solution VectorBox is a world-renowned playout solution known for its unparalleled reliability, tremendous scalability and outstanding performance.

Since its launch in the mid 1980's, Vector has focused its research and development on the broadcast industry. Their exceptional real-time graphics and total playout solutions ensure master control room systems work in concert and with maximum flexibility. The result is a perfectly timed playout with stunning image quality and station branding.

The range of Vector solutions and applications serve stations from the small one channel operation to the multi-site, multi-channel broadcaster. For more information, please visit www.vector3.tv.

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