

For Immediate Release

**VECTORBOX AUTOMATES PLAYOUT FOR TV2 EAST JUTLAND'S NEW COMMUNITY CHANNEL**  
*Denmark broadcaster puts Vector 3 automation technology at the core of their new community driven channel*

Barcelona, Spain - November 17, 2009 - Vector3™, a pioneer in graphics and playout solutions, announced that TV2 East Jutland, Denmark, has purchased the VectorBox solution to manage the playout automation at Channel East Jutland.

TV2 East Jutland is one among 8 regional TV-stations referring to TV2 Denmark. In addition to supplying TV2 Denmark with live regional news programs, TV2 East Jutland is running the NEW community channel, called Channel East Jutland. A community channel where local public TV-stations, selected by the Danish Radio- and TV-committee, are authorized to create and air programs.

Launched in November 2009, Channel East Jutland is utilizing the Vectorbox to manage the storage and broadcast of programs.

*"Going on-air with our new DVB-T Community Channel on the 1st. of november we had a very short time frame to acquire a solution to automate the broadcast of our programs. But quickly we narrowed it down to two systems who could do the job and our choice fell on VectorBox," said Jesper Brandenborg, CFO, TV2 East Jutland. We chose VectorBox because the system ensured us - safe handling of video material in broadcast quality - and not least, transmission of our programs in broadcast quality. A crucial element was that VectorBox came as all-in-one box - with a graphics solution implemented to deal with a very large part of our graphics needed for news. Additionally, our demand to acquire a very stable and highly reliable system was crucial. Finally VectorBox with its multi-channel management fits perfectly into our existing system and helps us to automate a part of our broadcasting on TV 2 as well. Credit to AVIT-Systems, who managed to deliver and install with short notice - in less than a month we where on-air with the new channel!"*

AVIT-Systems, a premiere system integrator for the Danish broadcast market, lead the design and installation of TV2 East Jutland. A long term Vector 3 business partner, Martin Nathan, Product Manager, AVIT-Systems said of the Vector 3 technology *"we can install the Vector 3 playout solutions with confidence. The reliability, performance and versatility are a well known entity and ideal for any broadcast situation whether they are realizing continuity playout or deploying a more complex multi-channel infrastructure."*

### **About VectorBox**

The VectorBox product line offers exceptional standard and high definition playout performance with 24/7 reliability. Known as the all-in-one server, VectorBox products include automation with a built-in video server and CG to offer broadcasters a robust solution that supports multi-channel, multi-format playout. Features like automatic upscaling and downscaling enable engineers and operators to play out in either format from a mixed HD/SD playlist. *"We designed the VectorBox system to support a wide range of broadcast environments. The system can be configured to manage varying degrees of complexity for broadcasters of any size... without sacrificing capabilities,"* comments Roman Ceano, general manager, Vector 3.

### **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 serves stations from the small one channel station to the multi-site, multi-channel broadcaster. For more information, please visit [www.vector3.tv](http://www.vector3.tv)

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