



Dear Customers and Partners,

in our first newsletter at the beginning of the new year, we present you a strengthened team, new product releases and some encouraging news about the company.

Please feel free to distribute this newsletter within your organization or your partner network.

Your DAVID Systems Team

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SALES AND PRODUCT MANAGEMENT TEAM NEWS

DAVID Systems strengthens and realigns departments

New Sales Director appointed

Since November 2008 Juergen Vollmer holds the position of Director Sales at DAVID Systems and will oversee all our sales activities. In his new position Jürgen Vollmer will be responsible for our worldwide sales strategy as well as establishing existing partnerships and expanding the worldwide partner network. Juergen Vollmer looks back on many years of experience in the media industry. He worked for renowned companies like Compaq and EMC. Most recently he occupied the position of Head of International Sales for OneVision where he build up and headed the international sales and technical team in Australia, Asia, Africa, and Europe.

We continue our course of expansion to capture additional markets and new fields of application by enhancing channel partner relationships worldwide. The market we can address through an indirect sales strategy and the value we can bring to customers worldwide will expand significantly. Juergen Vollmer's expertise in building up and working with international teams as well as his in-depth knowledge of fast changing technologies and business solutions are important prerequisites for expanding our international business and winning reliable partners.

New Product Management team

The new Head of Product Management is David Diederichs. In this role he will lead a team of full-time product managers overlooking all inbound and outbound aspects of our product portfolio. David joins us from Advanced Micro Devices (AMD) where he was responsible for the product marketing of various consumer and commercial products in Europe, Middle East and Africa. Prior to that, David worked at SGI headquarters in California where he was product manager for a number of professional graphics and media solutions.

DAVID Systems' product portfolio has significantly grown over the years. The new channel sales

strategy requires an investment in transforming the portfolio into channel-ready products to take advantage of new market opportunities. To meet this challenge the product management team has been strengthened and realigned. David Diederichs heads the product management team, consisting of senior experts, specializing in the four product groups. Ingo Hahn is responsible for all Media Production applications as well as for the associated high-value media services like AtomFactory or the Media Component Library. John Foster focuses on Content Management and Moves Media while Chris Weigang takes over the complete Radio Broadcasting technology. A highly effective product management team is a precondition to direct our energies into meeting the specific needs of both, our customers as well as of our channel partners.

To meet that challenge we have also enlarged our teams in R&D, Professional Services and QA over the last months.

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SUPPORT NEWS

New product releases available

The following products have been released during the last three month. For more information including a list of key features visit our Support homepage www.support.davidsystems.com. Besides these major releases new releases are available for Database Manager v3.2, DigErase v6.4, DigAlign v6.4 and WebAlign v6.4.

DigaTransferSystem v2.0

Our service for fully automated, load balanced copy and transcoding jobs in the background. TransferBroker distributes the jobs among one or several TransferWorkers and keeps control of the system utilization. The TransferSystem checks dedicated database tables as well as file or FTP directories for missing files or incorrect file formats and independently executes the respective copy and transcoding processes. The system can also be controlled by 3rd party applications using TransferClient.

DigaClipPlayer v1.0

Multi-format media browsing and playback application for audio and video. DigaClipPlayer can be used as a stand-alone application as well as fully integrated into the DigaSystem Database Manager.

DigaMailbox IP v1.5

The latest version of our Mailbox IP features networked, bi-directional file exchange and enhanced download functionality incl. download from depot or from other client depots.

DigaPorter v2.0

Scans external sources for incoming media files regularly, imports the material including metadata automatically and registers the new entries in the database. Optional extensions enable DigaPorter to address different sources or to convert files in specific formats.

SAF Server v2.0

The Station Automation Framework that allows for central installation and administration of applications.

DigaCut MT und ST 1.0

Our next generation of video editors designed for viewing content, making rough cuts and

conducting simple editing tasks in the newsroom environment featuring low and high resolution modes with multiple file formats. Voice-overs can be added with punch-in/punch-out. The editors support MXF formats for import, editing and export and - in addition to the standard video formats - all broadcast audio formats. DigaCut MT (multiple video tracks) supports alpha graphics while DigaCut ST (single track) is designed for small corrections and rough cuts. Both editors have multitrack audio timelines and powerful features for the professional audio editing. The DigaCut user interface is designed to resemble the interfaces of our well-respected audio editors.

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DAVID SYSTEMS NEWS

More news around the company

DAVID Systems a future world market leader according to Handelsblatt

Professor Dr. Bernd Venohr from the Berlin School of Economics compiled a list of the 100 upcoming world market leaders out of his database with more than 1500 top-performing German companies for the German business paper Handelsblatt. Prof. Dr. Venohr's area of expertise is the development and implementation of business and corporate strategies. He and his team are doing research on the emergence and lasting success of German mid-sized world market leaders. DAVID Systems is on that exclusive list, which underlines the current market position and the growth ambition for the company.

The criteria for the companies in the Handelsblatt list: the company is worldwide in the top 3 for that market segment, or market leader in Europe, the revenue in 2005 must be under 50 million Euro and a growth of at least 10 percent during the last 3 years.

Microsoft Certified Partner

We're very proud to announce that DAVID Systems managed to complete the process to become a "Microsoft Certified Partner" with the Competence ISV/Software Solutions (ISV = Independent Software Vendor).



ISV/Software Solutions

MXF

Like last year DAVID Systems participated successfully in the 3. MXF Plug-Fest at the German Institut fuer Rundfinktechnik IRT (German Institute for Broadcast Technologies). IRT's MXF Plug-Fests provide a neutral platform for vendors to test the interaction of their products and to discuss the results among the developers outside of daily project business. This extraordinary environment and focus helps to identify interoperability issues and to determine ways to eliminate them. For us it is an ideal opportunity to test and compare our applications and to keep contact to other participants like Avid, Omneon or Thomson. Furthermore the results help us improving our applications.

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PROJECT NEWS

Current and just finished projects

Acceptance at Canal Sur in Spain

Canal Sur, the public broadcaster in Spain's Andalucia region, signed the acceptance documents for the complete project we realized with our Spanish partner AICOX. Canal Sur Radio is headquartered

in Seville and maintains nine regional studios in southern Spain. The main challenge in this project was a sophisticated play-out regionalization concept interconnecting the 12 BroadcastServers (BCS) and 39 TurboPlayers of all locations to guarantee the highest degree of flexibility for the regional studios. Each regional site has its own SQL database and BCS system and can also be operated independently. Localization and translation of the software has been accomplished by AICOX. The scope of the project includes media production, content distribution, radio broadcasting and content management.

Online portal “Forced Labor 1939 – 1945” opened in January

"Forced Labor 1939 - 1945" commemorates the more than twelve million people who were forced to work for Nazi Germany. Nearly 600 former forced laborers from 26 countries tell their life stories in comprehensive audio and video interviews. After digitization the interviews are accessible to educators and scholars via a bilingual online platform since January 22.

The Center for Digital Systems (CeDiS) at Freie Universitaet Berlin has digitized approximately 2000 video and audio tapes in a one-to-one process using DigaSystem transcoding and editing tools. Qualitative post-processing took place without changing the content. The data formats Broadcast WAVE (for 398 audio interviews) and DV (for 192 video interviews) are quite practical and are commonly used as intermediate formats. For use on an online platform, the data has been transferred to an internet-compatible format (Audio: MP3, Video: MPEG4 Codec H264). DAVID Systems has supported the project by providing the software free of cost.

More info: <http://www.zwangsarbeit-archiv.de/en/index.html>

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<http://www.davidsystems.com/index.php?id=47>

DAVID Systems GmbH

Ridlerstr. 31 b
80339 Munich, Germany

Phone +49 (89) 540139-0
Fax +49 (89) 540139-50

E-Mail: office@davidsystems.com
Internet: www.davidsystems.com

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