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+++ IBC – Amsterdam RAI – September 12 - 16 – Hall 7 – Booth No. 7.G31 +++

Dear Customers and Partners,

At this year's IBC we will showcase new products as well as enhancements to our proven technologies highlighting our enormous possibilities to produce, manage, transfer and administrate content. Integrated digital production, shared and streamlined workflows, content management with media-spanning access to all kind of material, content exchange and distribution and intelligent archive solutions are the main areas in which our products and technologies help optimizing and accelerating the broadcasters' daily work. Please find more information in this "IBC Special" of our newsletter.

We look forward to meeting you in Amsterdam.

Hall 7 – Booth No. 7.G31

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

To schedule an appointment send an email to sales@davidsystems.com or call your sales contact.

Your DAVID Systems Team

Inside

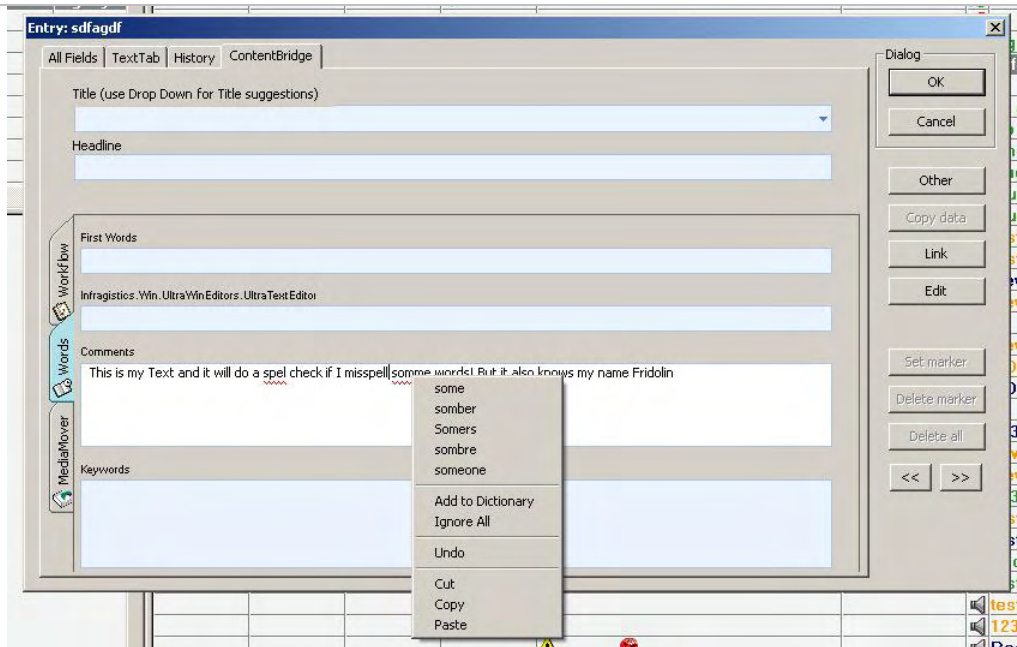
- » Content Management and Administration
- » Content Distribution
- » Media Production
- » Radio Broadcasting
- » Hydrogen Products and Central Services

CONTENT MANAGEMENT AND ADMINISTRATION

Our streamlined broadcast production system - workflow focused and highly scalable

Database Manager v4 - Preview

The next generation of our database backend will come up with a slightly redesigned GUI preserving the look and feel of former generations but with full Windows Vista support and enhanced features like the new Collection Element, Cart Element, improved metadata handling, newsroom integration or upgraded multimedia and customization functionality. .NET masks allow very flexible creation of user masks assigned to specific tasks - e.g. to collect data of a music CD or a movie – including spell check (see picture below).



Multiple media paths for one DigaSystem table, history function, support for DigaToolbar and Story Editor and last but not least integration of enhanced video and audio playback functionality – e.g. for multi-channel audio layout - are some more highlights in DBM v4.

Collection Element

The newly developed Collection Element helps to keep track of the large number of elements stored in the various database tables. It contains comprehensive references to similar or identical topics but has a unique database ID and its own set of metadata. That way it can be used like a standard content element. Copying of database entries as well as other time intensive steps are no longer necessary. Because of the bi-directional referencing, a Collection Element “knows” all assigned contributions; vice versa a contribution “knows” all Collection Elements to which it is referenced.

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CONTENT DISTRIBUTION

Our highly efficient “Moves Media” applications for the global exchange of media data

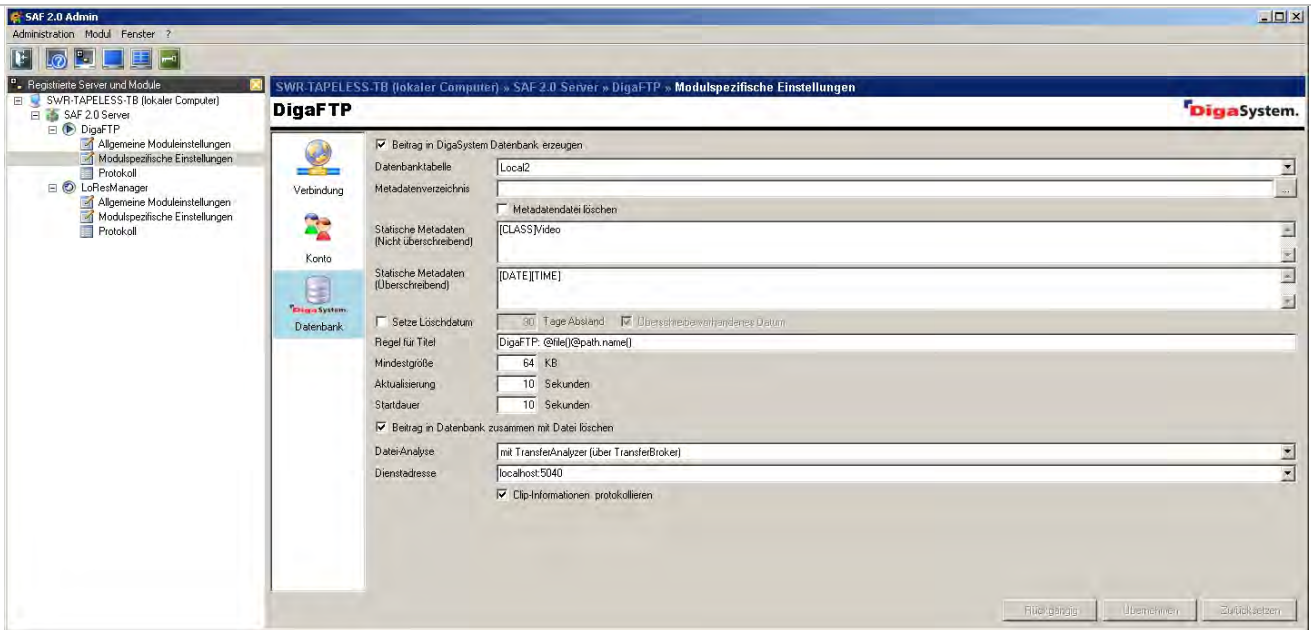
DigaMailbox IP v1.5

The latest version of our Mailbox IP features networked, bi-directional file exchange, e.g. for correspondent offices and enhanced download functionality incl. download from depot or from other client depots. Integration of Media Component Library to transcode video files on-the-fly and the allocation of complete directories are the next steps, planned for version 2.0.

DigaFTP

DigaFTP is a service to transfer files into the DigaSystem CMS using a standard FTP interface. The application allows control of simple FTP server functions by third-party systems and enables direct docking to such systems without polling. It extracts metadata out of file names - through FTP site commands or file analysis - and creates a DBM database entry during the transfer process. Growing files are supported as well.

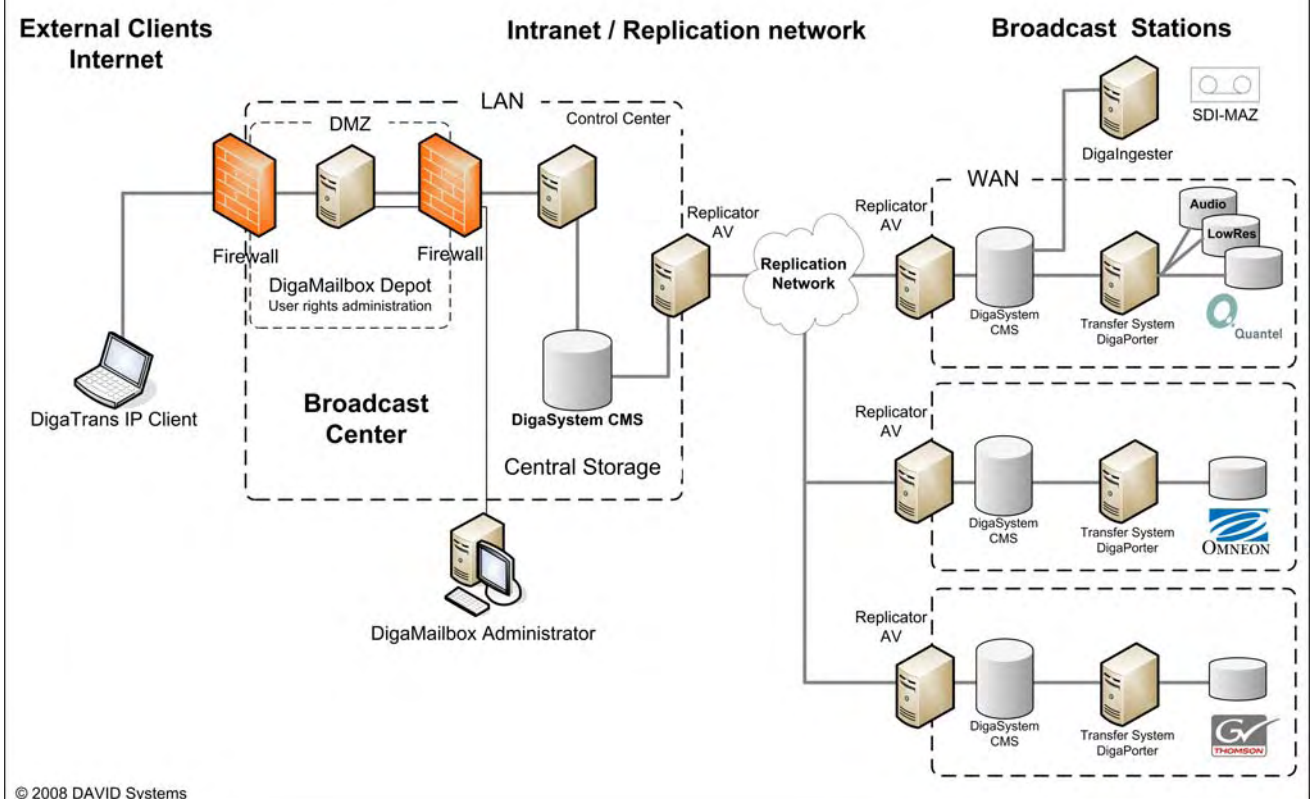
DigaFTP is fully integrated into the Station Automation Framework (SAF) and allows parallel operation of multiple functions. One instance is always assigned to one database table, independent of the number of transfers in process.



Moves Media System

Our content distribution applications can be combined not only to bring content from all over the world into the broadcast organization, but also to automatically redistribute it within the network to different locations or systems, e.g. video servers. A workflow example using the applications DigaMailbox IP, DigaReplicator, Transfer System and/or DigaPorter is shown in the graphic below.

Video File Transfer – Workflow Example



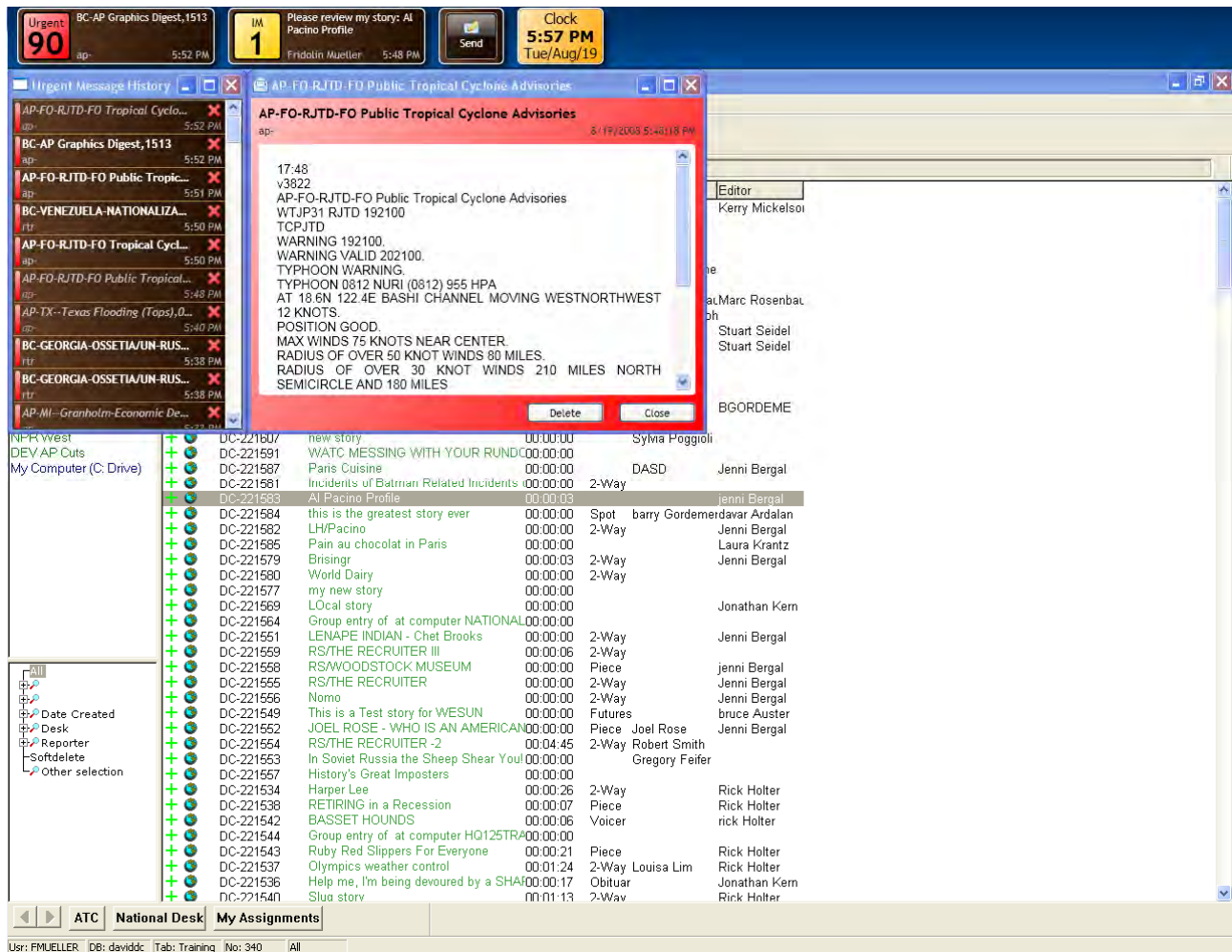
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MEDIA PRODUCTION

Our combined digital production system for radio, TV, and Internet content

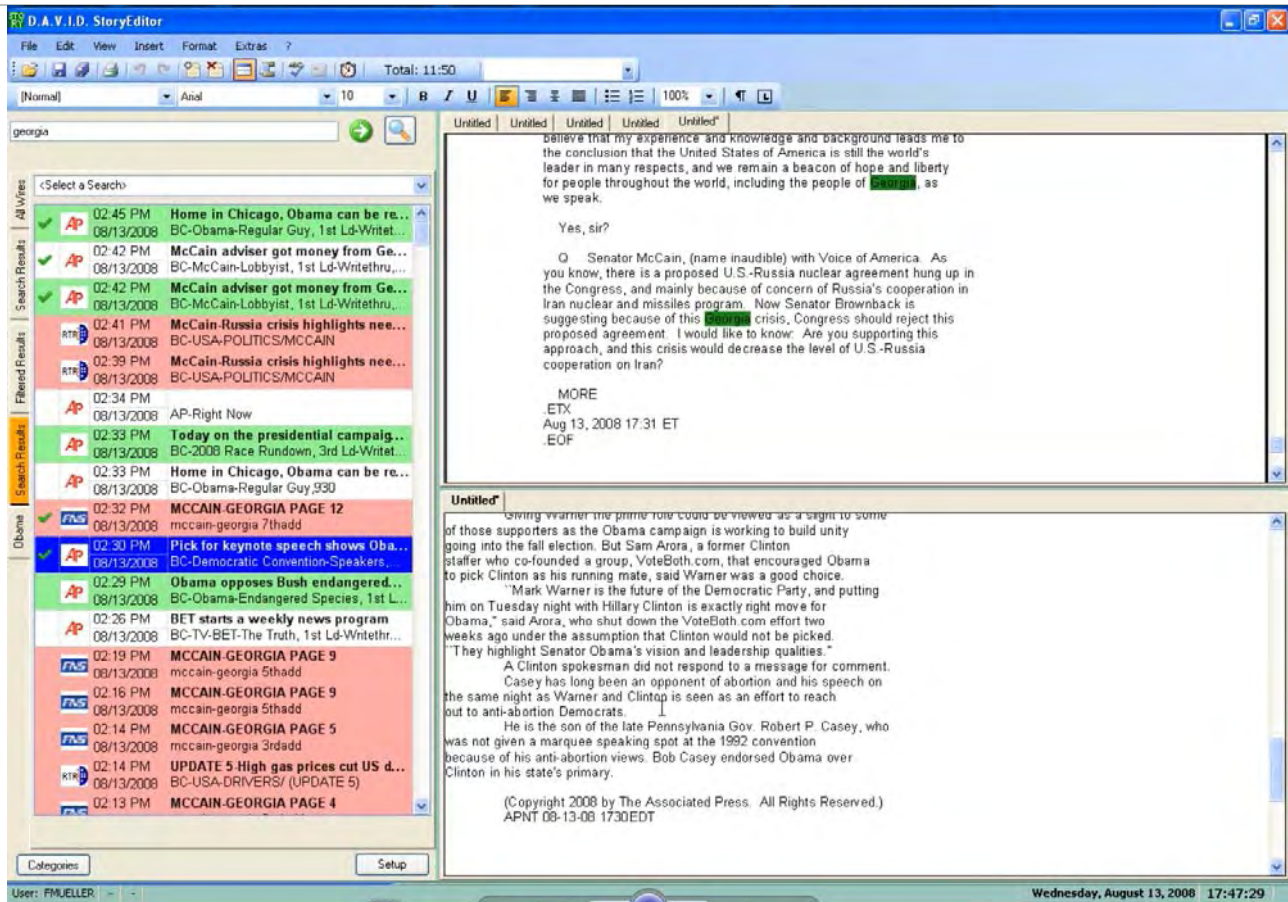
Newsroom Integration: DigaToolbar

DigaToolbar notifies users of arriving news wires, contributions and other configurable systems events. It has also been designed to launch applications and centralize communication through offering a chat system. DigaToolbar is as a modular system with a plug-in structure which allows certain third-party systems to use the toolbar as a platform. It uses very little screen space and its placement can be selected according to personal preference. Wherever a user logs in, DigaToolbar loads individualized settings from the DigaSystem registry.



Newsroom Integration: Story Editor

The Story Editor is a universal pre-production tool for combining text and audio in a single application. The look and feel is similar to the Reporter Box, a familiar component of DAVID Systems' audio editors. The story can contain audio and text elements as well as commands. Spell and grammar check, a thesaurus, notes, clip lists, durations, and other helpful features like full drag-and-drop functionality between StoryEditor and news feed or DigaSystem editors are some of the highlights of Story Editor.



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RADIO BROADCASTING

Our radio OnAir automation system including rich media and surround sound playout

MultiPlayer v 3

The new version of our audio engine comes with full Microsoft Vista support and 16 playout channels. MultiPlayer v3 offers video and graphics playout as well as ASIO-2 support – including the simultaneous operation of ASIO-2, MME and WDM devices. Available: Q4/2008

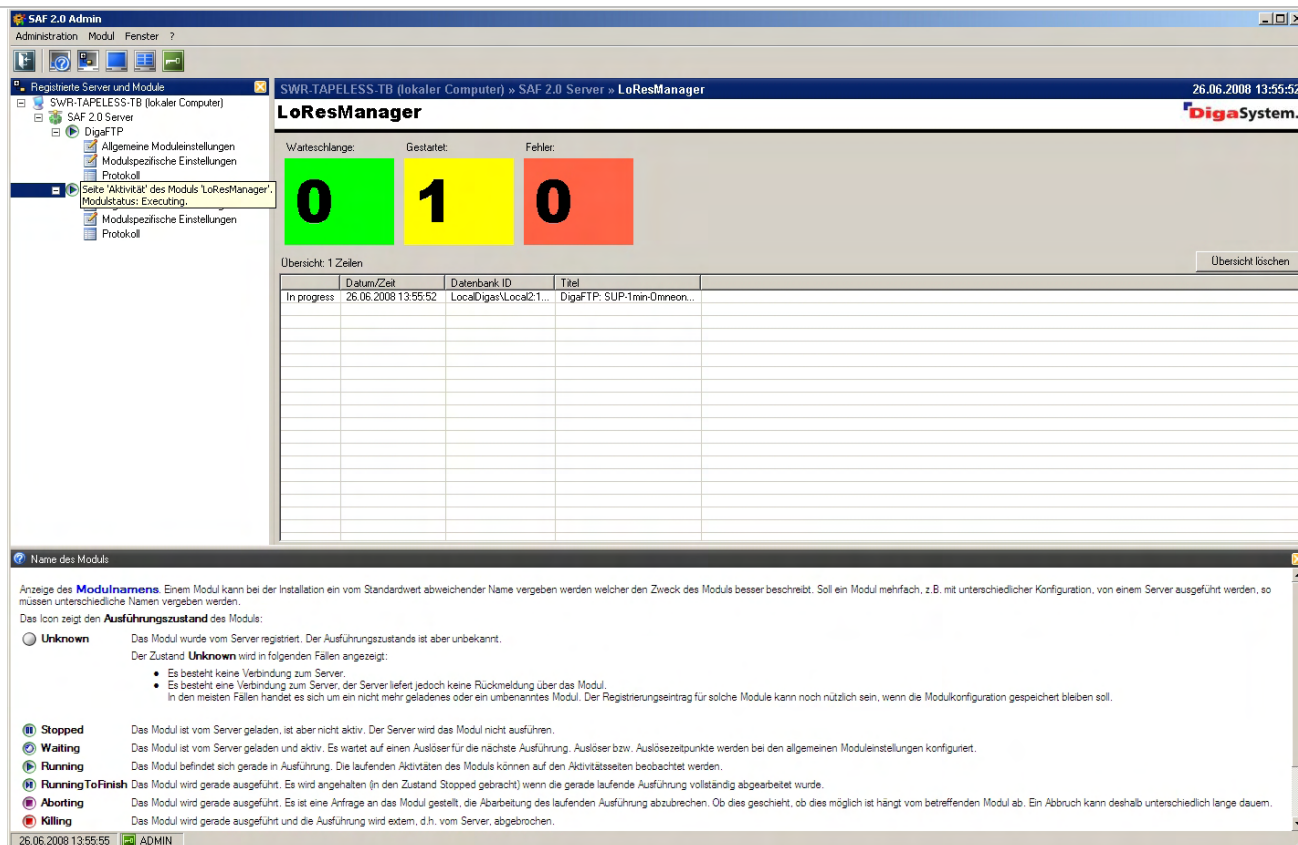
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HYDROGEN PRODUCTS AND CENTRAL SERVICES

Our powerful middleware tools, transcoding framework and archive technology

LoRes Manager

LoRes Manger monitors dedicated tables and automatically initiates the generation of missing or corrupt low-res copies. The transcoding itself is done by the DigaTransfer System and DAVID Systems' transcoding engine. This task sharing results in a highly scalable system because all that is required when the system load is nearing capacity is to simply increase the number of TransferWorkers. To reduce workload the system can also be configured to monitor the database during the day and to shift the low-res generation to less busy night-time hours.



AtomFactory-DigaSystem bundle

Atom Factory is now available as integrated DigaSystem package. Combined with DigaTransfer System the new bundle integrates Final Cut Pro seamlessly in the DigaSystem workflow.

AtomFactory harmonizes the editing process of Apple's Final Cut Pro with the MXF-driven workflows of professional IT-based broadcast environments by converting MXF content on-the-fly to QuickTime and vice versa. Useful far beyond format conversion, however, AtomFactory automatically controls background functions that minimize bandwidth consumption, centralize media production, and accelerate workflows to make producing compelling content on Final Cut Pro within tight deadlines seamless and efficient. New in our product portfolio is an integrated DigaSystem/AtomFactory bundle to round up exchange and integration functionality in a DigaSystem environment.

A subset of Hydrogen Media Accelerator (HMA) designed specifically for Final Cut Pro, AtomFactory not only provides edit-while-ingest and playout-while-fusing capability but solves many integration problems. Even in production environments with twenty or more NLEs and additional central processes like ingest from a video server, AtomFactory is the perfect solution. Additionally the HMA central services *HMA Ingest*, *HMA Send*, and *HMA Fusion* are employed to share tasks and to intelligently manage resources such as bandwidth management and workstation availability.

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