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**NL TECHNOLOGY UNVEILS TWO NEW SOFTWARE SOLUTIONS
DESIGNED TO ENHANCE SONY'S XDCAM HD PRODUCTION WORKFLOW**

*SAT AI AutoIngest and AI Solo Can Provide Simple and Complete
Tapeless Ingest Options for Avid Editing Environments*

PARK RIDGE, N.J., Nov. 19, 2008 – NL Technology has announced two new software solutions designed to work with Sony's XDCAM® HD optical disc technology, creating a new production workflow for a range of Avid-based video editing applications.

NL Technology has certified that the two stand-alone applications – SAT AI AutoIngest 3.1 and SAT AI Solo 1.1 – are compatible with and can significantly enhance the XDCAM MXF workflow for Avid environments.

According to NL Technology, SAT AI AutoIngest, designed for workgroup environments, provides a more flexible ingest of media directly into Avid's network-attached Unity storage system. It can operate either automatically or manually, and does not require an editor to perform the ingest.

Similarly, SAT AI Solo delivers a more flexible import of media directly into the media store folders of the Avid editor. It supports ingest for both standard- and high-definition MXF media and provides a much wider level of clip-based metadata management and enhancement prior to ingest of material, allowing more manipulation and managing of clip information.

“We're simply trying to make the ingesting and editing process faster, more streamlined and easier,” said Richard Laws, vice president of software development at NL Technology.

“These applications can take the MXF files off the XDCAM blue laser drives and convert them to the Avid format. It also grabs all of the XML metadata, puts it in each clip and checks it all

into the Avid system, so the Avid gets all the metadata, not just two or three pieces. And all hands-free for the editor.”

According to NL Technology, SAT AI AutoIngest 3.1 delivers a simple and intuitive view of clip-based information prior to ingest, allowing users to modify clip names for easier recognition. They can also edit, add and enhance metadata prior to ingesting, and can selectively ingest clips from the camera media to the shared storage system. The application allows for construction of sequences prior to ingest for better grouping of clips once moved to the editor. Once media is ingested, AI AutoIngest checks the clip into the preset Interplay or MediaManager Media Management System destination folder along with head frame and all enhanced metadata.

SAT AI Solo 1.1 complements SAT AutoIngest for workgroups, offering many of the same viewing, naming and ingesting features. It is installed on the Avid editor and either automatically or manually ingests MXF media directly to the local media store of the editor. An intuitive view of clip based information prior to ingest allows the user to modify clip names for easier recognition, to edit, add and enhance metadata prior and to selectively bring clips from the camera media to the local store of the editor. A simple drag and drop of clips from SAT AI Solo to an open Avid bin creates clips on the editor with the all metadata enhancements.

“This new type of workflow is perfect for news or reality TV production, or any application where a lot of footage needs to be reviewed and edited in a short amount of time,” said Kaori Uno, XDCAM applications manager for Sony Electronics. “These can be ideal solutions for streamlining the ingest process.”

About NL Technology

NL Technology of North Andover, Massachusetts is a leading provider of tapeless acquisition and ingest solutions for the professional broadcast, production and professional sports industries. NLT's products include direct to disk digital recorders as

well as software solutions for intelligent ingest of MXF media. NLT's latest offering, SAT AI AutoIngest, dramatically improves the process of ingesting XDCAM media directly into the Avid Unity/ISIS workgroup environment. In today's all digital environments, NLT's ground breaking Smart Acquisition Technology has revolutionized the acquisition of media and metadata. Many of today's NFL and college football programs are using NLT's SAT powered Digital Disk recorders to provide all digital capture, real-time metadata logging and proxy video resulting in a faster, more powerful workflow.

For more information about NLT or any of NLT's products, please visit our web site at www.nltek.com or send an e-mail to info@nltek.com.