

NEWS RELEASE

Technicolor selects PubliTronic's integrated playout for NPO's theme channel service

NEXUS playout servers to be rolled out across the ten theme channels for the Dutch Public Broadcasters

Apeldoorn, Netherlands, 30th June 2010: PubliTronic, the broadcast industry's most function-rich integrated playout provider, will have its NEXUS playout servers and new Cobalt TX-MAM media asset management system deployed by Technicolor across ten of twelve theme channels of NPO (Nederlands Publieke Omroep), the Dutch organisation for public broadcasting is operating. PubliTronic's integrated playout platform offers Technicolor a high degree of flexibility and functionality for its playout service and will be fully deployed over a six-week period from September.

NEXUS playout servers will replace PubliTronic's second generation Indigo servers which are currently used by Technicolor to playout the NPO theme channels. With the new platform, Technicolor will be able to provide NPO with much greater integration and a more simplified workflow with its three main channels through programme library compatibility, as well as allowing designers more freedom with graphics and improved translation functionality. The platform is capable of handling D10-30 and D10-50 MXF content and also offers the option to playout HD.

Technicolor will be the first broadcast service provider to use PubliTronic's new Cobalt TX-MAM transmission media asset management system. TX-MAM introduces the feature of 'asset jobs', offering the ability to analyse scheduled assets during transmission, and also gives increased functionality of visibility and management for operators from the standard interface. The system also enables user rights to be assigned to particular groups of users and offers both manual and automatic importing and exporting of content.

Gerrit de Nooijer, Director Technology at Technicolor Netherlands added, “The combination of PubliTronic’s NEXUS playout system and the new Cobalt TX-MAM will deliver excellent value for money. With this choice, Technicolor was able to develop a distinguishing and compelling service offering to NPO that meets all of their key requirements. We considered a number of alternative vendors for replacing our theme channel service, but we were mostly impressed by PubliTronic’s commitment to deliver a flexible, effective solution.”

Harold Vermeulen, founder and managing director of PubliTronic comments, “By offering integrated playout systems, PubliTronic is able to simplify workflow in order to achieve operational and cost efficiency for broadcasters. With our NEXUS solution we were able to offer Technicolor a high level of flexibility and functionality that enabled us to meet their key requirements at an achievable cost level. PubliTronic believes that the future of broadcasting lies in integrated playout, and we are delighted to be working with Technicolor to enable NPO to utilise its benefits.”

For more information visit <http://www.publitrronic.com>

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About PubliTronic

Established in Apeldoorn, Netherlands in 1997, PubliTronic offers a unique combination of customised IT-based playout server hardware (NEXUS) and proprietary software IP (Cobalt).

The company’s integrated playout solutions are not constrained by the inflexibility of conventional systems. They deliver unprecedented levels of automation and rich functionality to reliably and cost-effectively meet the playout requirements of modern broadcasters. Integration enables PubliTronic to simplify workflow, allowing broadcaster’s operational and cost efficiency, plus reliability via shorter and smoother broadcast processes

PubliTronic’s solutions are proven in over 600 channels worldwide. It works with notable customers including MTV, QVC, Nickelodeon, RedBee & Technicolor.

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