

NEWS RELEASE

PubliTronic extends its function rich NEXUS integrated playout family with new Gigabit Ethernet broadcast server

Cost effectively and reliably meeting the playout requirements of modern broadcasters

Apeldoorn, Netherlands, 19th May 2009: PubliTronic, the broadcast industry's most function rich integrated playout provider, today announces NEXUS-gbe, the newest addition to its proven and highly reliable NEXUS family of integrated playout platforms. NEXUS-gbe is a Gigabit Ethernet broadcast server with integrated audio, video and graphics capabilities supporting complete automated digital TV (DTV) channel playout and channel branding. The system's flexibility makes NEXUS-gbe ideally suited for deployment by playout facilities, cable and satellite operators broadcasting DTV, as well as multi-channel, thematic and barker-channels.

NEXUS-gbe adds an integrated MPEG2/MPEG4/H.264 encoder, to the already function rich NEXUS playout server, supporting direct multicast DVB compliant transport streams on the Gigabit Ethernet outputs. By eliminating the need for a separate encoder system NEXUS-gbe offers cost savings in parallel with making the system more manageable and less complex.

The integration of server, graphics branding and encoding functionality allows NEXUS-gbe to be deployed closer to the distribution interface, without sacrificing functionality. Its integrated playout capabilities offer broadcasters cost-efficiency by lowering capital investment, whilst the resulting simplification of broadcast workflow and decreased maintenance costs assists in lowering the overall cost of ownership.

PubliTronic's NEXUS-gbe can playout a wide variety of video clips in SD and HD format. Whether playing segments from larger video clips, a few frames or indefinite loops, multi-channel audio or with Dolby support, the integrated video server functionality is amongst the most versatile on the market. The integrated graphics functionality is capable of rendering and displaying a variety of objects simultaneously in real-time. 2D and 3D effects are supported through OpenGL alongside high quality text rendering, multiple tickers, animations, stills and bugs.

Harold Vermeulen, founder and managing director of PubliTronic comments: "From simple channel and bug playout, to high-end and feature rich graphics branded playout channels, NEXUS-gbe

offers a fitting solution for a wide range of branding and playout applications. Integration of the audio/video encoder and multicast output is a further enhancement which will help broadcasters to achieve cost and operational efficiency as well as reduced time to air via shorter and smoother broadcast processes. In fact, one of Europe's biggest cable operators is already deploying NEXUS-gbe for centrally managed playout solutions at its international headend sites."

NEXUS-gbe is designed for broadcast. The basic NEXUS-gbe 1U frame is available with a large variety of options to fulfil a wide range of playout applications. NEXUS-gbe is ideally used in conjunction with PubliTronic's Cobalt automation software but can also be used in stand-alone operation, or under control by third parties.

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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