

Prime Image and Aveco® Announce Partnership for New Broadcast Station Revenue Generation Solutions Based on ASTRA Real-Time Dynamic Ad Insertion

Milpitas, CA – April 6, 2011 — Prime Image, the Silicon Valley, Ca.-based industry leader in audio/video time management and video time reduction solutions featuring the patented Time Tailor Broadcast Series, announced its partnership with Aveco®, the worldwide broadcast facility content management and automation solutions specialist. Together the companies will offer broadcasters a way to increase ad revenue without affecting the viewer experience.

“Our partnership allows Aveco to take our standard product and incorporate it into a play-out workflow offering a unique solution for the industry,” said Jim Maury, CTO Prime Image. “This enables operators to take advantage of Prime Image’s time reduction technology at the last minute rather than pre-planning it ahead of time in production.”

Aveco integrated the Prime Image Time Tailor into a real-time play-out workflow in which operators can dynamically add new, unplanned commercials at playtime without disruption of the previously planned play-out.

Using Aveco’s ASTRA MCR automation system, an operator highlights the area of the playlist for new commercials and inserts the new spots into the playlist. At playtime, ASTRA will program Time Tailor to frame accurately and program the segment for the exact time needed for the new commercials. No commercial durations are impacted and the time reduced program segment is transparent to the viewer. Built-in safeguards prohibit reducing time from a program segment that would result in viewer artifacts.

“We originally developed this solution in conjunction with one of our largest customers and now offer it as a standard product in the ASTRA Suite of Tools,” said Roger Crooks, Vice President of Sales and Marketing for Aveco. “The additional revenue generated by this solution for our customers has been astounding and it is totally transparent to the viewer.”

Prime Image will be exhibiting at NAB 2011 (April 9-14) in Las Vegas at booth N3725, showcasing Dynamic Time Reduction and other applications for Time Tailor. The company will also join Aveco’s press conference on Monday, April 11, at 10:00 a.m. in Room N242 (NAB Official News Briefing Room) of the Las Vegas Convention Center.

Aveco will be exhibiting at NAB 2011 in Las Vegas at booth N2138, showcasing this application as well as Content Management and Automation Solutions for Broadcast Facilities.

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About Prime Image:

Prime Image, based in Silicone Valley, CA, is the industry leader in audio/video time management and video time reduction solutions featuring the patented Time Tailor Broadcast Series. The Company pioneered the development of the first video time reduction process in 1995. It is the only 'real-time', frame accurate process that digitally and undetectably removes unnecessary frames without video compression or compromising the integrity of the video, audio or closed captioning of the native program. The Time Tailor continues to be the only solution that enables off line editing or real-time dynamic video time management for prerecorded programs or live events without altering scheduled advertising spots. For more information, visit www.primeimage.com.

About AVECO s.r.o.:

AVECO s.r.o., based in Prague, Czech Republic and the United States (as AVECO Americas), designs, sells, and supports Broadcast Facility automation worldwide. Based on a powerful content management system, the ASTRA Suite of Tools provides complete solutions for all aspects of file-based and traditional video workflows including solutions for ingest, browse, master control, newsrooms, and studio automation. A variety of architectures are available from small standalone systems to high channel, multi-site operations which are modular and easily expandable. Solutions can be custom configured with only the features needed and various redundancy options provide very cost-effective and reliable systems. ASTRA is the only automation system available that scales from single channel to high channel systems that are built on a Real-Time Operating System which has the ability to hot swap software modules without rebooting. Aveco is a worldwide TV automation provider with over 250 customers throughout Europe, the Americas, Asia, and Africa. Since formed in 1992, Aveco has remained a stable, privately owned company with a long-term commitment to steady growth and timely support.

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