

See Masstech Group Inc. at IBC Booth #8.181

News Release

Masstech Group Contact:
Joe French
Senior Vice President of Sales
+1 321 255 3653
joe.french@masstechgroup.com

Press Contact:
Carolyn Kinzie
Director of Marketing Communications
+1 905 707 2614
carolyn.kinzie@masstechgroup.com

FOR IMMEDIATE RELEASE

Masstech Group demonstrates Broadcast Workflow Solutions at IBC 2004

IBC, AMSTERDAM — Sept. 10th, 2004 — Masstech Group Inc., today announced that at IBC 2004 the company is demonstrating its powerful workflow solutions based on the management, conversion, distribution, and sharing of digital content across IT storage and networking infrastructures.

“Through implementation of our workflow solutions our clients have realized tremendous increases in operational efficiency.” said Joe French, senior vice president of sales at Masstech Group. “With our open standards and IT centric solutions we allow broadcasters to manage all of their content, all of the time, from ingest, to playout, to archive storage, across all video servers, automation systems and storage systems. We deliver a total workflow solution.”

At IBC 2004, Masstech is demonstrating a suite of products in booth #8.181:

MassStore™ system, an end-to-end advanced nearline, archive and asset management solution for professional broadcast environments providing from 1,000 to 100,000+ hours of non-linear audio/video storage with full content management and tracking. Consistent with Masstech Group’s commitment to providing forward-looking broadcast solutions that work within the context of current installations, MassStore features native support for industry standard VDCP and VACP protocols as well as Masstech’s open XML interface. Coupled with the **MassStore** is

a suite of products and solutions including **MassProxy™** for low resolution proxy generation; **MassBrowse™** for low resolution frame accurate media preparation; **MassExpand™** for expanding video storage content to near line disk and off line DVD and tape archives and **MassAccess™** for format interchange between various MPEG-2 standards. New at NAB 2004 will be additional functionalities as well as introduction of the **Mass Portal Application - MPA™**.

Mass Media Box - MMB™ is a tightly integrated set of solutions in a single hardware and software environment that allows digital content workflow from ingest and delivery thru preparation, quality control, format conversion to seamless synchronization with play to air automation systems

MassChannel™ is a complete playout and sequencing solution designed for use in broadcast, cable origination and substitution, corporate, educational/instructional, in-store TV, and specialty channel markets. To be introduced at NAB 2004 is a model that allows for automatic unattended replication of on air facilities at a remote location. With the increased risk of natural and man made disaster there is a significant degree of interest in business continuity services in assessing and meeting these new compliance requirements.

MassLogger™ is a VCR replacement for off air and compliance recording incorporating features and functions for broadcasters at a breakthru price point.

“Today’s economic environment demands that broadcasters look for efficiencies in workflow whenever possible. Every aspect of a broadcast facility must operate with accuracy and without duplication of effort.” concluded French. “Masstech has a variety of solutions, and they all deliver on improving workflow and maximizing efficiency.”

Masstech Group can be seen at IBC2004 at the RAI Convention Center, September 10- 14 at the Masstech Group booth, #8.181.

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About Masstech Group

Masstech Group Inc. is a developer of software and embedded hardware broadcast workflow solutions to enable management, conversion, distribution, and sharing of digital content across IT storage and networking infrastructures. The company is headquartered in Toronto, Canada, with additional offices in the United States, Canada, Australia, Romania and Asia. The company’s products are available from a direct sales force, value-added resellers, global distributors and systems integrators. For more information on Masstech Group and products, please visit www.masstechgroup.com.

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