

See Masstech Group at IBC 2004 Booth #8.181

News Release

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FOR IMMEDIATE RELEASE

Masstech Group and Sundance Digital To Offer Integrated Automation / Archive Solutions

IBC 2004, AMSTERDAM – Sept 10, 2004 – Masstech Group Inc. - a leading provider of software and embedded hardware broadcast workflow solutions, and Sundance Digital Inc. - a leading supplier of high-performance broadcast automation systems, have undertaken an initiative to provide an integrated end-to-end automation / archive package.

The combined Masstech-Sundance technologies enable television broadcast facilities to work within automation systems and maximize storage. Masstech's MassStore™ is an end-to-end nearline, archive and content management solution that extends non-linear audio/video server storage with full content management and tracking. It interfaces directly with Sundance Digital's Titan™ and FastBreak Automation™ systems to furnish an advanced asset management core for single and multi-channel environments.

Titan is Sundance Digital's highly-scalable automation solution capable of controlling a handful to many hundreds of channels in a facility, or remotely managing channels at multiple locations. FastBreak Automation is a robust, scaleable and frame-accurate manager of video servers and other station peripherals for the traditional broadcast facility.

"Working closely with Masstech opens the gateway for dramatically increased storage," stated Robert C. Johnson, president of Sundance Digital. "We look forward to implementing this added benefit in many of our multi-channel projects."

"Broadcasters today are looking to improve productivity and increase ROI. Our initiative with Sundance allows us to provide an end-to-end workflow solution, streamlining operations and eliminating redundancy." Commented Sudy Shen president of Masstech Group. "We are excited to work with Sundance and about what this initiative will mean for our customers."

Masstech Group and Sundance Digital are currently collaborating on a number of joint projects, including major public and group owned television stations.

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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.

About Sundance Digital

Sundance Digital, Inc., established in 1994 and located in the metropolitan Dallas, TX area, is an award-winning provider of high-performance television automation solutions. The company has a strong commitment to technology, deep roots in all aspects of television, and is highly customer focused. Technical support is available "live" on a 24 x 7 basis from a team of highly skilled, broadcast-trained engineers. Additional information about Sundance Digital products is available at www.SundanceDigital.com.

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