

News Release

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

Press Contact
Carolyn Kinzie
Director of Marcom
+1 905.707.2614
carolyn.kinzie@masstechgroup.com

FOR IMMEDIATE RELEASE

TV3 Chooses Masstech Group for Media Lifecycle Management

MassStore Streamlines Operations, Integrates Archive with AP ENPS News, Avid Unity Editing Environment and Traffic Scheduling Systems

TORONTO, CANADA — January 11, 2006 — Masstech Group today announced that TV3 (CanWest) has chosen the company's MassStore as the foundation of a new media lifecycle management system at their facility in Auckland New Zealand. In line with TV3's history of innovation, MassStore was selected to enable the transition to a completely file-based workflow. TV3's implementation of MassStore will streamline business processes and future-proof their core technology investments. To achieve these gains, TV3 will replace costly manual processes and streamline operations through the integration of video servers, production environments, and automation systems as well as a new digital archive.

In the TV3 facility, MassStore will be integrated with a Sun StorageTek L700 data library, Harris Automation and Seachange video servers. Local Integrator, Techtel, will be supplying the MassStore suite of products and managing the implementation of the system into TV3's on air environment. All ingested content will be automatically tracked and moved by MassStore from nearline and archived storage to and from the videosever, assuring that all programming is available for playout when needed. In addition Masstech's SAvI (Smart Avid Interface) will link the Avid Unity media network with the digital archive and playout servers. Avid Unity users will

be able to automatically transfer native Avid material to and from the archive. Operations will also be streamlined as once an edited piece is complete, MassStore will automatically transcode the content into the Seachange format and move it to the video server for playout.

“MassStore delivers major operational benefits to our news production, archive and workflow environments,” said Roger Randle, Engineering Manager TV3. “We chose MassStore with SAVI as it has a rich feature set, which satisfied our technology strategy and complemented our existing investments.”

Integrating all aspects of the facility MassStore will also bring new efficiencies to TV3’s large news operation with Masstech's unique innovation for the Associated Press ENPS News Room System. Using the MOS protocol MassStore provides proxy/archive integration to browse low resolution proxies of archived news material. Masstech has developed tools to integrate MPEG4 proxies into the Associated Press ENPS news production system allowing journalists immediate access to archived footage from within the ENPS user interface.

“One of the challenges in addressing the transition to file-based workflow is addressing the needs of the enterprise-wide workflow. On-air playout, production and news each has its own processes, naming protocol and formats which must be seamlessly handled” commented Sudy Shen, President and CEO, Masstech Group. “We overcome this challenge by developing innovative technology to truly improve workflow efficiencies.”

About Masstech Group

Masstech Group Inc. is a developer of software and embedded hardware solutions to enable management, conversion, distribution, and sharing of digital content across open IT storage/server platforms and networking infrastructures. The company’s offerings in Media Lifecycle Management, Workflow Productivity Enhancement, Business Continuity & Compliance provide customers with value enabling solutions developed through a combination of visionary products and engineering leadership. The company’s products are available from a direct sales force and global channel partners. For more information on Masstech Group and products, please visit www.masstechgroup.com.

About TV3

TV3, together with the C4 Music channel constitutes CanWest TVWorks Ltd which is part of the CanWest MediaWorks group. TV3 was New Zealand’s first private broadcaster, commencing service in 1989.

About Techtel

Incorporated in 1985, Techtel is recognized as a leading independent provider of software, hardware, service and support for telecommunication companies, radio and television broadcasters, video production

and post-production companies in Australia, New Zealand and South East Asia. Celebrating 20 Years of Operation this year, Techtel maintains several MassStore systems installed in Australian Broadcast Facilities. Contact Techtel on +61 2 9906 1488 or info@techtel.com.au. www.techtel.com.au
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