

Press Contact

Camille Cox
805 497-6400
camille@onrampcomm.com

Image Server Enhancements Expand Utility and Ease of Integration for Audio Video Applications

- Latest feature set broadens appeal of broadcast-quality video server for customers migrating from tape technology -

LAS VEGAS – INFOCOMM (June 8, 2005) -- 360 Systems, a leading developer of video products for broadcasters, announced the addition of new and expanded features for its popular Image Server 2000, to be demonstrated at the 2005 InfoComm convention in Las Vegas, (Booth #3836). The new feature set includes Advanced Playlisting software, a RAID-5 drive array with up to 170 hours of storage, as well as multi-format support of MPEG-2, DV25 and Targa file formats that enables seamless, simple integration with desktop editors and graphics systems.

These latest upgrades enhance the Image Server 2000's usefulness in broadcast and audio/visual applications, improving ease-of-use and accelerating overall production workflow. Introduced in 2003, the Image Server 2000 was designed to provide a simple alternative to multiple playback sources, offering simultaneous playout of 3 channels of unique content. One unique feature of the Image Server is the built-in standard gigabit Ethernet interface that supports standard FTP protocol, thereby allowing file transfers from and to desktop editors and graphics stations. Another key new feature is simultaneous support of composite analog and digital SDI on both record and playback channels. For those customers looking to migrate from analog to digital in the future, this feature provides a level of investment protection; no external converters need be purchased. The product family has been widely adopted as a uniquely affordable solution that contributes to the workflow process of shoot/capture video, create/edit, then play-to-air.

The new Advanced Playlisting software runs resident on the Linux operating system that powers the Image Server; no external PC or controller is required when using this software as the primary interface. The Advanced Playlist provides an intuitive user

interface that enables users to quickly build and edit commercial breaks, news rundowns and clip lists. For many customers, a single Image Server provides a total solution for ingest, management and playout at a price roughly half that of other offerings.

The Image Server 2000 has gained wide acceptance among small station broadcasters and various audio/visual applications as a uniquely full-featured, broadcast-quality server at a price point under \$12,000. According to Greg Kregoski, business development manager at 360 Systems, "Six months ago I accepted the assignment of introducing the Image Server product family to a number of focused market sectors including Public Access and government channels, churches, universities, cable systems, production, and corporate users of broadcast technology. In this short time our market share in these areas has significantly increased. It is our plan to aggressively service these market segments by listening to customers and continuing to develop new features that address their needs for improved workflow and value".

More information on the Image Server product family is available by contacting Greg Kregoski, business development manager at 818 735-8223 or greg.kregoski@360systems.com.

360 Systems Image Servers

The Image Server family of video and graphics servers continues a 360 Systems tradition of designing with advanced technology to produce enhanced performance, exceptional feature sets and substantially lower prices. Image Servers are produced in various configurations to meet the needs of users in many different industries.

About 360 Systems

360 Systems is a leading designer and manufacturer of digital audio and video products for broadcasters and content producers. The company has a 34-year legacy of providing award-winning hardware solutions that bring new features and improved efficiency to content delivery. With more than 30,000 installed units worldwide, 360 Systems' products include the Image Server™ family of video servers, and Digicart®, Instant Replay®, and Short/cut2000™ audio products. 360 Systems is based in Westlake Village, CA. More information on the company is available at www.360systems.com.

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