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## **Innovative *Studio Ensemble* Compact Broadcast Solution Unveiled at NAB 2006**

*– Echolab, 360 Systems, Avitech, and Compix Media Combine to Deliver Integrated Broadcast Studio Package at Widely Affordable Price Point –*

**NAB – LAS VEGAS, NV** (April 22, 2006) --- As digital video technology change continues to accelerate – along with audience demand for ever-higher production values – four leading broadcast and video production equipment manufacturers have joined forces to create a new solution to the digital migration challenge faced by small/medium broadcasters and live production studios.

**Echolab, 360 Systems, Avitech Video, and Compix Media** are introducing the **Studio Ensemble**, a consortium dedicated to bundling integrated turnkey studio solution to transition to digital video workflow without obsolescing existing equipment.

### **A “Right Sized” End-User Solution**

The initial turnkey bundle consists of four best-of-breed, professional broadcast studio products for the entry-level broadcast-quality customer base:

- Echolab Opera 3408 Dual Format (Digital/Analog) Production Switcher
- 360 Systems ImageServer 2000
- Compix Media LCG8000R Character Generator
- Avitech MCC-8004dE Multiviewer – Media Command Center

In addition, Echolab has developed a software protocol bundle to integrate its switchers with each of the Studio Ensemble components. Software-based integration is a

substantial improvement over traditional approaches, and is enabled by Echolab's "system on chip" technology.

"Studio Ensemble has been developed for independent broadcasters, professional AV users, house of worship users, local government cable channels, and education markets," said Battista Remati, director of marketing communications for Echolab.

"These customers tend to be price-sensitive, but desire broadcast-quality output as well as the features and functionality of a professionally integrated system without being compromised."

"For example, a house of worship may not have the budget to purchase broadcast-quality equipment, so they end up buying a low-grade switcher to balance between quality and budget constraints," Remati added. "This equipment becomes technologically obsolete very quickly as next-generation professional quality technology comes along at a much lower consumer-oriented price. With Studio Ensemble, we're aiming to help these kinds of end users to cost-effectively build their new facility or upgrade existing analog infrastructures to digital with greater confidence, at a pace their resources allow."

### **End User and Integrator Benefits**

"The true benefit in the Studio Ensemble package is that end users *and* systems integrators can build 'best-of-breed' studios without being tied down to just one company," added Remati. "Because it's pre-integrated, it brings higher-quality equipment within the reach of end users who otherwise could not afford the cost of integration. This in turn opens up more business opportunities for our dealers and integrator partners to serve these end users. And the studio remains "open" – it's still possible to integrate products from suppliers outside the consortium."

Each of the Studio Ensemble partners will independently offer their products through their own distribution channels. The consortium will facilitate the acquisition process for both end users and the sales channels through a web portal ([www.studioensemble.com](http://www.studioensemble.com)). Customers will be able to access complete information about the Studio Ensemble products and software, and customer inquiries will be directed to channel members for

sales follow-up. The consortium will also cross-train each partners' sales teams, and has developed a kiosk display of all products that each partner will use at trade shows, beginning with NAB 2006.

Studio Ensemble is being launched in the U.S. market at NAB 2006 and will be rolled out to international markets in July; ongoing joint marketing of Studio Ensemble is in place through the end of 2006.

### **About Echolab**

Echolab has been an innovator in live video production equipment for 30 years, providing Video Switchers to the broadcast, business, educational, worship, sports and government sectors globally. Echolab promises to exceed product, price and service expectations through rational innovation, effective collaboration and open communication. Echolab products are differentiated by their revolutionary 'system on chip' architecture which provides a software based technology platform that can be constantly re-configured to keep current with ever-changing shifts in technology and customer demands. For more information, please visit [www.echolab.com](http://www.echolab.com)

### **About 360 Systems**

360 Systems is a leading developer of top-selling technology for broadcasting and Pro A/V. The company has a 35-year legacy of delivering award-winning hardware audio and video solutions that bring efficiency and economy to content delivery. 360 Systems' brands include the Image Server 2000™, Instant Replay®, DigiCart®, and the Short/cut™ Editor. 360 Systems is a privately owned corporation based in Westlake Village, California. More information is available at [www.360systems.com](http://www.360systems.com).

### **About Avitech**

Avitech International Corporation (Avitech Video) is a leading designer, developer, and distributor of multi-image display monitoring solutions that address the professional audio & visual, security & surveillance, and broadcast markets. Avitech is renowned for its focus on innovative, reliable products that deliver cost effective solutions featuring multi-standard functionality, open interoperability, advanced software and user

interfaces, and viability for future requirements. Founded in Redmond, Washington, USA in 1995, Avitech Video products are sold internationally through a network of professional distributors, dealers, and partners. For more information, call (877) 284-8324 or visit [www.avitechvideo.com](http://www.avitechvideo.com).

### **About Compix Media**

Compix Media is a leading designer and manufacturer of PC-based video character generators. Founded in 1986, the company has an installed base of over 14,000 units worldwide in television stations, cable television companies, post-production houses, educational users, military bases, worship communities, government agencies and contractors, freelance shooters, and corporate multimedia departments for training and business presentations of all types. Compix Media manufactures both its hardware and software, which insures maximum performance, superior reliability, and the best value in its market. For more information, call (310) 320-8937 or visit the company's web site, [www.compixmedia.com](http://www.compixmedia.com).

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