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FOR IMMEDIATE RELEASE

SAT AI AUTOINGEST Now Provides Support for Panasonic P2 AVC-Intra

North Andover, MA – February 28th, 2009 – NL Technology's family of SAT AI AutoIngest products has just been enhanced with the addition of support for Panasonic's High Definition AVC-Intra media. Full conversion of P2 AVC-Intra media to compliant Avid MXF media is provided with all of the rich set of hands free and metadata enhancement tools that make SAT AI AutoIngest a productivity improvement asset for all production environments.

SAT AI AutoIngest is now offered as three distinct products to suit customer site needs and budget.

AutoIngest Isis Server provides a turnkey integrated ingest solution with the capacity and performance to meet large site needs.

AutoIngest for Workgroups is a software only solution designed to run on a customer supplied workstation, using Avid Transfer Manager to ingest into the Avid Unity environment.

AutoIngest Solo is a software only solution designed to run directly on your Avid editor and provides an improvement over the limited import options that exist with the editor. Media is ingested directly into local storage.

All SAT AI AutoIngest products provide hands free operation. AutoIngest technology supports both standard and high definition MXF media and provides wide level of clip based metadata management and enhancement prior to ingest of material, allowing more manipulation and managing of clip information throughout the workflow.

SAT AI AutoIngest Workgroups and SAT AI AutoIngest SOLO may be downloaded for a trial period of 21 days directly from NL Technology's web site at www.nltek.com. Call for information about the turnkey SAT AI AutoIngest Server. NL Technology specializes in workflow solutions that streamline acquisition of media and metadata and file based transfers to the Avid editing environment.

For more information, please visit www.NLTek.com or email sales@NLtek.com.

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XDCAM is a registered trademark of the Sony Corporation.

P2 is a registered trademark of Panasonic Corporation

MediaManager, Unity, Interplay are registered trademarks of Avid Technology, Inc.