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FOR IMMEDIATE RELEASE

SAT AI AUTOINGEST Now Supports Sony XDCAM EX Hands Free File Ingest

North Andover, MA – April 2nd, 2011 – NL Technology’s family of SAT AI AutoIngest products has just been enhanced with the addition of support for Sony’s XDCAM EX format on SxS media. Full conversion of Sony XDCAM EX 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 and cost savings asset for all production environments.

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

AutoIngest Direct is a software only solution designed to run directly on your Avid editor or standalone workstation to free up an edit bay. Media is ingested directly into local storage or Avid shared storage with full Web Services support for asset management and collaborative environments.

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

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. A set of sophisticated tools provide notification options and direct integration with other workflow products provided by NL Technology.

SAT AI AutoIngest Direct and SAT AI AutoIngest workgroup may be downloaded for a trial period of 21 days directly from NL Technology’s Autoingest web site at www.autoingest.com. Call for more information about any of our products or product options. 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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