



VIDEOTECHNICS INC.

Go Digital. Go LIVE.

Video Technics contact: Andy Tuggle
Tel: 404-327-8300 x308
atuggle@videotechnics.com

OASYS contact: Wendy Mattock
Tel: +44 (0)20 7287 4656
wendy@bubblesqueak.co.uk

For Immediate Release

Video Technics and OASYS Announce Partnership

Atlanta, GA (September 11, 2009) – Video Technics, based in Atlanta, Georgia, and OASYS (formerly ON-AIR Systems) from London, England today announce the undertaking of a joint marketing and development arrangement, under which each company will promote and support the other's product line around the world. Video Technics and OASYS are also committed to a full integration of their respective software and systems, strengthening the talent of both organizations. The venture will mean that a product portfolio consisting of ingest, asset management, editing, shared storage, archive, news and master control playout will be available from both companies, providing the global dealer network with a complete end-to-end workflow of automation products.

The terms of the arrangement include an investment in Video Technics by Brennington Investments, the owner of OASYS. Mark Errington CEO of OASYS and Brennington Investments said, "We spent some time evaluating potential partners and found the team at Video Technics to have the same development and support philosophies as our own. Combined with their excellent complimentary product portfolio and knowledgeable sales team, the partnership made good business sense. We firmly believe that this collaboration is the future of the broadcast industry, bringing together best of breed products that truly accomplish simple, reliable, and efficient workflows, enabling channels to take advantage of all the advances in PC technology and software."

Products from both companies are already highly compatible in that they run on the same unified hardware platform and use the same native codecs and file formats. "We are working closely to tightly integrate VT's automated ingest processes, shared storage designs, and asset management capability with the comprehensive "channel in a box" playout solution from OASYS", stated Mark Rivers, President and CEO of Video Technics.

The underlying philosophy of the union is to consolidate collaborative production and playout systems for news and master control so that they intelligently share core functionality. This economy of scale is ideal for a time when the broadcast industry is demanding better solutions to the serious economic challenges they face today.

Rivers continued, "Video Technics is very excited about working with OASYS to develop and sell products that offer a simple and affordable solution to upgrade any facility to a fully digital and collaborative production environment."

Video Technics and OASYS will be shown working together at IBC 2009 on Stand 7.A08a at the RAI Convention Center in Amsterdam.

About OASYS

OASYS, formerly ON-AIR Systems, is owned by Brennington Investments a private venture capital company. It is a specialist software developer of automated playout solutions, based on PC technology. OASYS have been providing broadcast software solutions since the mid 1990's, are considered leaders in development of PC based broadcast technology, and have always been inherently digital and tapeless. For more information visit: <http://www.on-air-systems.com>

About Video Technics, Inc.

Video Technics, Inc., a pioneer in revolutionary systems development, supplies the global broadcast industry with innovative, feature-rich workflow solutions built around the company's IT-based media servers. Video Technics' Apella™ and NewsFlow™ products streamline the entire production process, and feature inherent proxy editing, embedded ingest/playout tools, and digital asset management. For more information visit: www.videotechnics.com.