

**FOR IMMEDIATE RELEASE**

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**Image Server MAXX™  
Automates Master Control at LeSEA Broadcasting**

**NAB 2007 Las Vegas, NV (April 16, 2007)** -- With seven stations in the U.S. and three in Cyprus, religious broadcaster LeSEA has found that 360 Systems' Image Servers are the solution for transitioning to automated server playback.

A combination of value, attractive price, performance, and technical support led LeSEA to use nine 360 Systems' servers—five Image Server 2000's and four MAXX 400's—to replace old playback systems in master control and run satellite channels in Cyprus.

Two Image Servers are used by master control for redundancy and to provide two ingest channels for content. LeSEA's network is not yet a tape-less environment, but it is heading in that direction, operating 99% off its servers. The Cyprus channels use the Image Server 2000 PAL model to playback across the Middle East and Far East and the Honolulu and Tulsa stations are using two Image Server MAXX 400's each.

"The MAXX has made a huge difference with its faster processing," notes Wes Hylton, LeSEA Director of Engineering. "It's proving to be a very good, reliable server." Hylton also credits 360 Systems with great tech support for LeSEA's Image Server family. "360 Systems has tremendous customer service – every time we call, someone has been there for us. The strongest part of 360 has been its ability to resolve technical issues."

Image Server MAXX is a high-performance video server that provides an expanded set of advanced features most often requested by broadcasters and cable networks. MAXX Servers are suitable for satellite ingest, newsroom rundowns, extra digital broadcast channels, video wallpaper, and standard play-to-air applications.

360 Systems' Image Server is becoming increasingly popular worldwide as an affordable solution that enhances efficiency across the entire broadcast workflow. First introduced in 2003, with more than 2,000 in service units worldwide, the Image Server product line is now the top-selling video server in its class.

First introduced in 2003, the Image Server product line is now the best-selling video server in its class, with more than 2,000 units in service around the world. The product line offer broadcasters and professional A/V users a widening line of servers with advanced features, flexibility, easy integration at a uniquely affordable price point. Image Servers have been certified to work with over 27 different automation and remote control vendors as well as the most popular non-linear editing devices on the market.

For more information and local/regional distributors, visit [www.360systems.com](http://www.360systems.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 solutions that bring efficiency and economy to content delivery. With more than 30,000 installed units around the globe, 360 Systems' brands include Digicart®, Instant Replay®, Short/cut™ Editor, MAXX™ and the Image Server™ family of video servers.

360 Systems is a privately owned corporation based in Westlake Village, California.

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