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Image Servers from 360 Systems increasingly preferred by broadcasters the world over

Westlake Village, CA (March 29, 2007)---TV stations from Africa to Europe to the Middle East are upgrading to the 360 Systems' line of Image Servers because they offer a flexible transition from tape-based to server technology - at an affordable price, with industry-proven reliability.

Currently there are several Image Servers operating in Pakistan - Multi-Format Image Server 2000's at Kawaish TV and Image Server MAXX's at WAQT TV for playlist management. CNBC Pakistan is planning to use an Image Server 2000 with its graphics system.

The Middle East has seen rapid expansion for 360 Systems' audio and video products. Dozens of MAXX Image Servers are in service in the United Arab Emirates and the surrounding region, including The Ministry of Oman and El Aribaya.

Evidenced by strong sales in Europe and Russia, 360 Systems Image Servers and Time Delays are proving to be a popular solution for both station automation and management of program delivery in different time zones.

The acceptance of the Image Server product line worldwide is attributed to the product's utility and affordability as a flexible media server that enhances broadcast workflow. First introduced in 2003, the Image Server product line is

now the best-selling video server in its class. Its extensive feature set makes it an excellent choice for VTR replacement, satellite ingest, video wallpaper and as commercial play-to-air servers.

Image Server MAXX is a new high-performance video server that provides the advanced feature set most often requested by broadcasters. MAXX Servers are suitable for satellite ingest, store/forward record and play, newsroom rundowns, extra digital broadcast channels, and standard commercial insertion applications. The family of Image Servers has 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 on MAXX and local/regional distributors, contact Jim Peacher of 360 Systems at (818) 735-8221, or 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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