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360 Systems Introduces Image Server MAXX to European Market

*– Higher Performance and Enhanced Features
for Broadcasters and Pro AV Users –*

IBC – Amsterdam (August 1, 2006) -- 360 Systems, a leading manufacturer of broadcast products, is introducing Image Server MAXX™, a new high-performance video server, at the IBC Exhibition.

MAXX provides an expanded set of advanced features most often requested by broadcasters and cable networks. These include: fast FTP transfers to other servers, non-linear editors (NLEs) and network-attached storage (NAS); embedded audio; Remote Workstation software for operation from PCs; As-Run logs, Sony IMX® (D10) file compatibility, and improved operation with MXF files.

The MAXX server provides exceptional speed and a high level of compatibility with file-based workflows, but also maintains traditional video standards with baseband composite video and SDI ports. An input frame-synchronizer allows “wild” sources from tape or satellite to be recorded. New time-stamps create accurate As-Run logs for reconciliation of playlists. The server’s internal RAID array provides MAXX with up to 170 hours of storage.

MAXX Servers are suitable for satellite ingest, newsroom rundowns, extra digital broadcast channels, video wall-paper, and standard play-to-air applications.

First introduced in 2003, the Image Server product line is now the top-selling video server in its class. A selection of models offer feature sets matched to various applications, including television stations, cable networks, satellite uplinks, time-zone

delay, and Pro A/V markets.

360 Systems will demonstrate Image Server MAXX at the IBC Exhibition in Amsterdam, 8 - 12 September 2006 at Stand #8.278.

For more information on MAXX and local/regional distributors, contact 360 Systems at (818) 735-8221, or visit www.360systems.com.

360 Systems Image Servers

The Image Server family of video and graphics servers continues a 360 Systems tradition of designing with advanced technology to produce enhanced performance, exceptional feature sets and substantially lower prices. Image Servers are produced in configurations meeting the needs of many different industries.

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. More information is available at www.360systems.com <<http://www.360systems.com>>.

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