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360 Systems and NVerzion Team Up for Broadcasters Seeking Entry Level Automated Workflow

Westlake Village, CA (April 30, 2007) -- Two respected companies have put their products together to create an elegant and economical solution for broadcasters making the transition from a tape-based environment to digital, file-based workflow.

NVerzion, a leading supplier of software solutions for the television broadcast market, is bullish on 360 Systems Image Servers on the merits of their versatility and reliability - particularly for FTP file transfer. "They have developed a server line that is easy to work with," says Lynn Williams, NVerzion Engineering Project Manager. "The Image Server is a reliable, capable workhorse with a very straightforward interface," he explained. NVerzion software runs on a Windows box and operates with VDCP commands.

One reason for the compatibility between NVerzion and 360 Systems is their close technical partnership. "Our software is constantly "talking" to the Image Server for any additions or deletions and making that known to all applications," says Williams. NControl Lite is NVerzion's entry-level automation package, and when coupled with the Image Server 2000, offers broadcasters a tape and server automation package for around \$20,000. A remarkable price point compared to comparable products on the market.

"We prefer to use 360 Systems products whenever possible," says Scott Murphy, NVerzion President and CEO. "Cost-effectiveness, longevity and reliability make the combination of NVerzion and 360 Systems a great solution." In addition to the Image

Server 2000, NVerzion is also working with 360 Systems Image Server MAXX, a pre-bundled model containing most of server options.

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.

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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