

FACT SHEET

1. Our patented Time Tailor is the industry standard in video time management.
 - Increase program quality.
 - Air more program content in less time.
 - Manage program run times to the clock.
 - Reduce program editing time and related costs.
2. The synchronization and quality of the video, audio and closed captioning remains intact without using video bit compression or playout speed changes to reduce program run time.
3. We create new ad revenue opportunities.
 - Monetize oversold ad spots.
 - Air "make goods" and promos without bumping paying ad spots.
4. We make more money for the TV industry than any other video time management solution.
5. We are positioned at the convergence of television content and emerging streaming HD video platforms and networks. Our patented Time Tailor time management solution can be used on any video distribution platform.
 - Emerging Platforms: Internet and mobile TV, tablets and other mobile devices
 - Traditional Platforms: Broadcast and cable TV
6. We reduce the costs of streaming video bandwidth and storage.
7. Our Time Tailor is a patented time proven solution that is more flexible, efficient and affordable than non-linear solutions.
 - We fit original theatrical and broadcast content to meet specific time and format requirements, including total length, timing of program breaks, and additional spot insertion for advertising, promotions, PSA's and government requirements.
 - We are the only automated frame accurate micro editing technology executed in real time.
 - We reduce segment run times while leaving other program segments unchanged (advertising, credits and user specified segments).
 - We work in real time during playout or off line in postproduction.
8. We have a blue chip customer base that owns video content and owns/controls distribution.
 - TV Broadcast Networks, Cable TV Networks. Studios, Post Production Houses