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**TERESIS BRINGS HOLLYWOOD TRANSCRIPTION SERVICES TO
MARSHALL, MO.; TRAINING CENTER OPENS TO PREPARE WORKERS IN
THE NEW TECHNOLOGY**

*DotCom Survivor Parlays Her Severance to Start a Successful TV Technology Company and
Launches a Crusade against Outsourcing. "Fughedaboutit" Doesn't Translate Overseas.*

MARSHALL, MO. (June 22, 2004) — Teresis, the Los Angeles-based provider of digital workflow solutions for television, is bringing a piece of Hollywood to Marshall, Missouri. This rural community 60 miles east of Kansas City will make use of its newly acquired high-speed Internet connections to bring work back from off shore resources to the Midwest. Using technology developed by Teresis, local workers will provide transcription services for Hollywood-based reality TV series.

For Teresis CEO Keri DeWitt the road to Marshall, Missouri began with a wilderness trek in New Zealand followed by the dot-com crash in Palo Alto, an internship on a TV show in Hollywood, and was inspired by her entrepreneurial spirit to counter the trend in outsourcing and bring jobs to her small Midwestern home town.

While she was a senior product manager for the International Division of VeriSign, DeWitt returned from participating in Mark Burnett's grueling 2001 "Eco Challenge New Zealand" to learn she had been laid off. She risked her severance pay on a film course in Hollywood and an internship as a production assistant on a TV series. With her background in high tech, DeWitt solved a major production problem plaguing unscripted TV shows and started her own company, Teresis, to market her solution to Hollywood.

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Part of the solution involved sending digital video files – “dailies” from unscripted reality TV shows – to offshore transcription services. Then DeWitt discovered certain problems with outsourcing. “It’s very hard to project manage offshore resources,” says DeWitt. “Secondly, a lot of the foreign transcribers were unfamiliar with American slang and colloquialisms from around the country. How do you translate ‘fughedaboutit’ much less spell it?”

Plus DeWitt had a more compelling reason to bring the transcription work back to the U.S. Her hometown of Marshall, Missouri, a rural community 60 miles east of Kansas City, had been hit hard economically in the last few years. Many farmers had been forced out of business and most of the remaining work was minimum wage. Her mother, while holding down two low-paying jobs, died in an auto accident when she fell asleep driving home from a late night shift at the dye plant.

DeWitt’s attempt to create new jobs in Marshall soon met with incongruous obstacles. It was easier to send the files to half way around the world than to Marshall. The telephone dial-up connections in Marshall would be too slow to accommodate the large media files. Satellite space, reserved for large corporate entities, was unavailable to a small business like DeWitt’s. “We would need multiple T1 lines to satisfy the bandwidth I needed,” said DeWitt. “It would cost me more to get the files to Marshall than it cost to send them to India.”

With a combination of skill and lucky timing, DeWitt figured a way to bring the business to Marshall. “I figured out a way to reduce the file size and the need for bandwidth and in January of this year, DSL came to Marshall.” The speedier Internet connection would finally make it possible for transcribers working from home to download the files onto their home computers.

Transcribers in Marshall will download television “dailies” sent over the Internet onto their home computers via Teresis technology. “Dailies” are the unedited raw videos shot on location. The transcribers will view the dailies with Teresis Transcription Client and transcribe word-for-word transcripts from the video. The transcripts are then sent back to the show electronically and uploaded into the Teresis Production Client where producers and editors use the transcripts to access the dailies and assemble important story points into a paper cut which is then routed to an editor to assemble the final cut of the program.

To get the word out to local workers about this new opportunity, DeWitt contacted Roy Hunter, Executive Director of Marshall-Saline Development Corporation. Hunter championed

the idea as an opportunity to bring jobs virtually into the community. Hunter, with the assistance of the Missouri Valley Community Action Agency and other local supporters, created the Central Missouri Technology and Skills Training Center in Marshall to train local workers in the new technology. The Center will hold its grand opening on June 24th with an open house and ribbon cutting ceremony.

Hunter brought together a core group of women and DeWitt introduced them to the idea of transcription and specifically what it means to transcribe for reality-based television. “[The women] were tremendously interested,” said DeWitt. “They felt like they were part of Hollywood. To be able to do something from home around their schedules and do better than minimum wage were all reasons that our Marshall plan was successful.”

About Teresis

Teresis provides location-based digitizing, media management and transcription services for unscripted television productions. The Teresis Genesis Server digitizes and encodes acquired media and simultaneously distributes the digital files for multiple uses across the production environment, dramatically reducing the time between acquisition and editing. Teresis, 1601 Cloverfield Blvd, 2nd Floor South Tower, Santa Monica, CA 90404, 310.595.4236 www.teresis.com.

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