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**TERESIS ONLINE™ DELIVERS “IMMEASURABLE EFFICIENCY”
TO NORSEMEN TELEVISION PRODUCTIONS**

***Industry’s First Browser-based Production Asset Management System
Helps Producers Cut Costs and Reduce Time to Market***

SANTA ANA, Calif., August 28, 2007 – Norsemen Television Productions, LLC is one of a variety of entertainment production companies enjoying the many benefits of using Teresis Online™ to improve its pre and post production processes. Developed by Teresis Media Management, Inc., Teresis Online™ is the industry’s first and only completely Internet-based video production asset management solution. Its unique software-as-a-service model helps Norsemen lower costs, reduce time to market and deliver high quality productions all at the same time.

Norsemen Television Productions is a full-service entertainment production company with eclectic credits ranging from feature films and Emmy-nominated documentaries to award-winning videos and groundbreaking promotional campaigns. With a partial client list that includes NBC, ABC Family Channel, FX, Warner Bros., Disney, HBO and the Discovery Channel, Norsemen faces increasing pressure to compete by reducing overhead and budgets.

Specializing in documentary and reality television programming, Norsemen’s staff is constantly under pressure to quickly sift through thousands of hours of footage to edit and wrap

post production under very tight deadlines. The tape-based process they used in the past was tedious and time consuming, because the team had to generate a separate tape of each field master for each person who needed access to the material during post. The process also required extra hardware and equipment such as tape decks and viewing stations, which sometimes resulted in logistics and coordination issues.

“As a television production company, we are always on the hook to deliver deadline-based material,” said Norsemen’s Post Production Supervisor, Scott Young. “Each link in the chain of post production is equally important in reaching this goal. As tapes of footage come in, they need to be made available to the logging staff, and then the story editors, as quickly as possible. Delays here cost us delays in editing, which jeopardize our deadlines.”

Looking to alleviate this pressure, Norsemen signed up as a subscriber to Teresis Online™ to streamline its logging and story editing processes, as well as enjoy easy reference to material and keep up with deadlines. With the click of a mouse, anyone on Norsemen’s production team now has instant access to digitized tapes for offline editing. Instead of relying on tapes, tape decks and all of the juggling involved with getting the right equipment to the right people at the right time, Teresis Online™ has given Norsemen something that is rare in the entertainment production industry – the unique ability to be tapeless in a software and Internet-based world.

“With a tapeless system like Teresis Online™ in place and running smoothly, we are able to more easily meet our deadlines,” added Young. “The greatest part about the Teresis system is its ability to instantly provide video, audio and timecode without a tape just by simply hopping onto the Internet. Having media available to so many users at the same time eliminates the need for A/V carts, lugging tape decks around and having to generate multiple copies of all the footage.”

The Norsemen team particularly enjoys the search feature, which finds specific clips based on keywords. “The feature is very helpful for post tracking and planning, and saves a great deal of time,” continued Young. “Our efficiency while using Teresis Online™ is immeasurable.”

The team also appreciates the benefits Teresis brings to their asset management processes. “Dealing with legal issues related to television shows that we’ve produced in the past used to require our post team to track down pieces of video, which took a great deal of time

and used up very valuable resources,” noted Norsemen’s Vice President of Production, Jeffrey Berk. “Now if we need to review video, it’s just a matter of a few mouse clicks.”

Teresis Online™ uses the popular software-as-a-service business model, making it more affordable and accessible to a wide variety of customers from the independent film producer to the largest entertainment production companies. The service includes a broad spectrum of pre and post production tools such as the ability to create scripts and storyboards, and search, log, transcribe, annotate and edit footage. By subscribing to Teresis Online™, production companies and their staffs can quickly and easily access all of these features and tools over the Internet. No downloading or streaming of the media is required, and all media remains local to the clients’ office network and within their control.

To become a Teresis Online™ subscriber, please contact (310) 595-4236 or sales@teresis.com. For additional information about Teresis Online™, please visit www.teresis.com.

About Teresis

Teresis Media Management Inc. is the leading provider of tapeless automation, digital workflow and asset management technologies for the entertainment and broadcast industries. The Teresis system is a browser-based platform of tools that enable producers, directors, writers, story producers, editors and production companies to create scripts and storyboards, and digitize, log, transcribe, search, annotate, and edit footage collaboratively and remotely using a MAC or PC. It is the first platform to offer the potential for producers to diversify their products, repurpose their assets, and generate new revenue streams all from a single production.

As part of its overall vision and strategy, Teresis bridges the gap in film and video production between camera and distribution by completing the supply chain between content creators and new emerging distribution channels in the VOD market space. Its patent-pending technology functions as both a cost center reduction system for producers and production companies to manufacture their shows cheaper and faster. For additional information about Teresis, please visit www.teresis.com.

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