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TERESIS OFFERS SINGLE-PASS ENCODING INGEST SOLUTION FOR AVID USERS

New Capability Enables Customers to Focus on Creative Aspects of Post-Production Workflows

SANTA ANA, Calif., March 17, 2009 – Teresis Media Management Inc., the leading provider of tapeless workflow and digital asset management technologies for the entertainment and broadcast industries, today announced it now offers a truly single-pass encoding ingest capability for customers using video editing solutions from Avid Technology, Inc. Responding to the needs of its client base and the television production market, Teresis' new single-ingest encoding solution dramatically increases efficiency in post-production.

For years, television production editors that use Avid's editing systems have been pushing for the single-pass ingest capability to increase their efficiency. Without single-ingest capability, a typical post-production workflow would involve encoding to produce digital dailies and enable logging and transcription, and encoding a second time to Avid systems for offline editing. This is a time consuming and inefficient process.

By offering the single-ingest solution for Avid® Media ToolKit (AMT), Teresis streamlines the post-production process by enabling customers to focus on the creative aspects of video editing when using Avid solutions. Using the new single-ingest solution, editors encode once, generating both the files for streaming dailies from Teresis and the Avid MXF files extracted from AMT that are needed for offline editing in the same pass. This frees up staff to spend more time prepping sequences and managing media, and less

time "slapping tapes."

Although many production technology companies have been urging producers to give up encoding and jump straight to file-based workflows and transcoding, there is still a significant need for tape-based, real-time encoding, especially for producers like LMNO Productions, Inc. As a leading provider of reality, documentary, informational and entertainment programming for network, cable and syndicated television, LMNO uses Avid Media Composer systems for its editing processes and still relies on real-time encoding.

"A great deal of the footage we use for our documentaries is acquired from archives, and very few of the archival companies we use have even considered large-scale encoding because of the costs," explained LMNO's Senior Vice President of Post Production, Jeff Rice. "That means we will have a long-term need for a real-time encoding solution. The Teresis single-ingest solution really improves the editing process for Avid users."

 "We constantly strive to develop better technology for the television production market," said Teresis' President and CEO, Keri DeWitt. "This new single-ingest Avid capability is just another example of how Teresis reduces costs and increases productivity and efficiency for our customers."

"We are pleased to add Teresis Media to our Partner Program in an effort to better serve our customers," said Avid's Director, Business Development, Ken Miles. "The specific Avid support of JFIF 10:1, 15:1 and 20:1 encoding originated with Teresis' request, and we saw an opportunity to respond to demand in the marketplace. By adding support of these formats in our AMT SDK, our customers have even more options now enabling them to work efficiently and creatively – no matter the task at hand."

To become a Teresis Online™ subscriber, please contact (310) 595-4236 or sales@teresis.com.

About Teresis

Teresis Media Management Inc. is the leading provider of tapeless automation, digital workflow and asset management technologies. Its Teresis Online™ subscription service is a browser-based platform of tools that enables 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 Video-On-Demand (VOD) market space. Its patent-pending technology functions as 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.

About Avid Technology, Inc.

Avid is a worldwide leader in tools for film, video, audio, 3D animation, gaming and broadcast professionals – as well as for home audio and video enthusiasts. Avid professional and consumer brands include Avid®, Digidesign®, M-Audio®, Pinnacle Systems®, Sibelius®, and Sundance Digital®. The vast majority of primetime television shows, feature films, commercials and chart-topping music hits are made using one or more Avid products. Whether used by seasoned professionals or beginning students, Avid's products and services enable customers to work more efficiently, productively and creatively. For more information about the company's award-winning products and services, visit www.avid.com.

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