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TERESIS ANNOUNCES MXF+ ENCODER TO CREATE AVID COMPATIBLE FILES

Revolutionary Workflow Solution Provides Closer Integration With Avid

LOS ANGELES, CA (February 21, 2007) — Teresis Media Management, Inc., an innovative provider of digital workflow and production asset management services for the television and motion picture industries, announced the addition of the MXF+ Encoder™ to its solution of browser-based production asset management tools. The MXF+ Encoder is a digitize-once and repurpose encoding workflow solution for Avid that increases the ability of production teams to collaborate and dramatically improves the efficiency of postproduction. The MXF+ Encoder, coupled with Teresis' pre-existing Apple Final Cut Pro encoding solution, addresses the majority of encoding workflows in the television and motion picture industry.

The MXF+ Encoder, which is flexible enough to work with virtually every encoding card, digitizes content from a digital file or multiple source tapes, including IMX, Beta, Digi-beta, or DV. In real time, the MXF+ Encoder creates an Avid-compatible Material Exchange Format (MXF) file as well as a low resolution Windows Media (WMV) file. The MXF files can then be dropped into an Avid project bin while the WMV files are uploaded to the Teresis Media Library™.

"Customers have asked for an encoding solution to provide closer integration into Avid and a single ingest workflow for some time," said Keri DeWitt, CEO and President of Teresis Media Management. "The MXF+ Encoder is the first solution to manage this complicated process. Utilizing the MXF+ Encoder, users can now ingest for Avid while they are creating a lower resolution proxy for the Teresis Media Library. The source time code is mirrored in both files so users can create their rough edits and sequences in Teresis, and then import the corresponding EDL into Avid. The MFX+ Encoder is an innovative solution that speeds up the overall editing process and saves valuable production time."

The MXF+ Encoder coupled with the Teresis Media Library and in conjunction with Terescription, its exclusive provider of transcription, logging, and close captioning services, provides a complete suite of tools and services that dramatically improves the efficiency of postproduction for scripted and unscripted shows. Teresis moves postproduction to a completely tape less environment, eliminating VHS logging systems and the need to re-digitize media for import into the Avid. The MXF+ Encoder's digitize-once solution distributes the media across the whole production environment, enabling users to search media, annotate media with time coded hyperlinks, log, transcribe, create story boards, create scripts, manager production workflow, digital rights, and even edit.

Through a strategic partnership with Terescription, writers can also view WMV files and create Microsoft Word document tran scriptions with HTML links to the digital video. Using an Internet Explorer or Safari browser, producers and story editors can remotely access transcription documents and WMV files to edit a sequence. They can then export the decision list directly into Avid which will modify the MXF files into a first cut for the editor.

"Teresis bridges the gap between camera and edit," added DeWitt. "Story producers can output a decision list that editors can begin to work on immediately without having to re-digitize the media. Teresis is the first workflow solution to provide collaborative and effective tools to free up production staffs so they can work remotely with the media using just a standard DSL internet connection and their laptop."

About Teresis

Teresis Media Management Inc. is an innovative tape less automation, digital workflow, and asset management system for the entertainment and broadcast industries. Teresis bridges the gap in production between camera and distribution, providing a secure, browser-based platform of production tools. Teresis allows production teams to collaboratively and remotely digitize, log, transcribe, search, annotate, edit, and even create scripts and story boards from their MAC or PC web browsers. Teresis completes the supply chain between content creators and new emerging distribution channels in the VOD market space. It functions as both a cost center reduction system for producers and production companies and offers new revenue streams for producers to diversify their products. For additional information about Teresis, please call 310-595-4236 or visit www.teresis.com.

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