

FOR IMMEDIATE RELEASE

Contacts:

James Gilbert

+ 44 1223 721 000

jgilbert@pixelpower.com

Sharon Adcock

+ 1.310.545.9731

SkiAdcock@aol.com

PIXEL POWER CONTROL CENTRE STREAMLINES NEWSROOM GRAPHICS WORKFLOW

MOS gateway and graphic asset database administrator provide tight integration between Clarity and state-of-the-art newsrooms

April 19, 2004, NAB, Booth C5442...Pixel Power Ltd. (www.pixelpower.com), Cambridge, England, today announced the availability of the Pixel Power Control Centre, which implements major graphics workflow improvements for both MOS enabled and iNews ControlAir Newsrooms using its expanded family of Clarity character generators and still stores.

The Pixel Power Control Centre implements a MOS gateway for seamless graphics workflow integration between newsroom systems and Clarity graphics devices. It also manages and builds the backend graphic asset database used by the Pixel Browser Web Client and newsroom ActiveX controls.

The Pixel Browser Web Client uses ASP technology to give standard desktop web browser access to a graphic asset database throughout a facility with no licensing restrictions. The web-based viewer allows SQL search and display of text and picture information and also includes library management functions such as rename, renumber and delete. The database is maintained automatically by the Pixel Power Control Centre and includes user customizable fields and proxy browse images.

Pixel Power offers ActiveX controls for iNews and ENPS desktops, allowing journalists to create and modify templated graphics with full resolution WYSIWYG preview capability. Using the sophisticated search tools stills and character generator templates can be retrieved and filled with text or images. The graphic can then be dragged and dropped into the story by the journalist from where it is made available automatically for playout on the Clarity graphics system. Playout to air can be under a simple manual or GPI trigger with automated sequencing, or can be completely automated via a third party Automation System. For iNews environments the Pixel Power ControlAir driver provides total automation of the graphics playout.

James Gilbert, President of Pixel Power Inc., states, "Automating graphics workflow in the Newsroom environment is a hot area right now. Whilst MOS is gaining popularity, the combination of our ActiveX control with iNews and ControlAir offers a cost-effective alternative. The Clarity platform in conjunction with the Pixel Power Control Centre is ideally suited to this new environment, delivering significant cost savings in both capital expenditure and staff overhead."

About iNews:

Avid iNEWS is a newsroom system offering full control of the newscast. iNEWS provides a stable, reliable production environment with its robust features.

About MOS:

MOS is Media Object Server, a communications protocol for interfacing newsroom computer systems and broadcast production equipment.

About Pixel Power:

Established in 1987, Pixel Power is dedicated to providing broadcasters and facilities with powerful graphics and character generator products. With a flexible, professional range of award-winning products, Pixel Power has over 2000 systems installed worldwide.

Pixel Power Ltd. corporate headquarters is located in Cambridge, England, with a wholly owned US subsidiary, Pixel Power Inc., based in Pompano Beach, Florida. Pixel Power maintains its global presence through a worldwide network of distributors. www.pixelpower.com

###

All trademarks used herein, whether recognized or not, are the properties of their respective companies.

* Images available on CD and at www.pixelpower.com