



A NEW ERA IN BROADCASTING

Press Information – for immediate release

LUCI AV in the News at IBC

Studio-quality, mobile footage from the field to the newsroom in minutes via AP's ENPS

IBC, Amsterdam, 11th September 2009 – Technica Del Arte's flagship LUCI AV software is one of the latest mobile applications for broadcast content using the MOS integration partner program from ENPS. Visitors to IBC 2009 will have an opportunity to see LUCI AV demonstrated with SNAPfeed via ENPS at The Associated Press/ENPS booth (Hall 7. D31).

LUCI AV enables reporters to record, edit and deliver studio-quality audio and video from anywhere in the world, using a mobile device. MOS (Media Object Server) is an open-standard communications protocol used to integrate and link newsroom computer systems with broadcast production applications and equipment. It enables the use and control of media devices inside the ENPS (Essential News Production System) interface, allowing content to move seamlessly between the field and the newsroom.

With AP's ENPS, video shot using LUCI AV can automatically be sent to a defined FTP site (within the LUCI settings). ENPS' SNAPfeed pulls the video off the FTP site and converts it into a MOS Object before dragging into an ENPS Content List (for the Digital Publishing Engine). The MOS Object video can then be transcoded and placed on the station's website. The technology enables location-based news content to be uploaded and broadcast within a minute of the event taking place, with minimal technical input required from the reporter.

"We're delighted that AP is giving IBC visitors a first-hand opportunity to see how LUCI AV integrates with the world's most popular broadcast news production system", commented Paul Wishart, LUCI's sales director. "Our emphasis is on providing intuitive tools that let reporters capture and deliver studio-quality news content. So the seamless integration with ENPS is a perfect next step in ensuring that footage reaches the newsroom as fast and efficiently as possible".

"A key factor for us is the level of workflow integration that is achieved using LUCI software. We have been showing LUCI because it dovetails seamlessly with the SNAPfeed system that is bundled with ENPS," said Phil Avner, AP's director of development for broadcast technology. "When a video clip is received from a LUCI phone/PDA, both the video and the metadata are brought into the system for all users to see. In an organization that deals in large volumes of content, this is extremely important. Through ENPS, every journalist at a facility has instant knowledge of videos that have arrived and has full access to them from his desktop computer. This makes material instantly available for further editing, or direct insertion into the production system."

AP is helping television and radio news operations simplify production workflows and reduce costs. The use of SNAPfeed creates more news coverage flexibility at considerable savings over traditional satellite transmissions as well as dynamic integration with ENPS and optional

automatic transfer to production and on-air media servers.

SNAPfeed is an add-on to AP's ENPS system (www.enps.com), a comprehensive information management and production tool used by more than 52,000 reporters, writers, editors and producers in almost 700 television, radio and network newsrooms in 58 countries. Leveraging a scalable, dependable architecture supporting dozens or thousands of users in both simple and complicated multi-site environments, ENPS integrates with products from more than 50 companies.

Visit LUCI at IBC in Hall 7. G35.

Visit Associated Press/ENPS at IBC in Hall 7. D31

www.luci.eu (Europe and ROW)

www.luci.us.com (USA and Canada)

Notes for editors

LUCI Software is the flagship product range of Netherlands-based development company Technica Del Arte. The company offers professional, creative audio soft-and hardware solutions that revolutionize the way in which people engage with information and communication. LUCI's innovative technology enables journalists to record, edit and deliver studio-quality audio and video to radio and TV stations from anywhere in the world using a mobile phone or PDA. The user-friendliness of LUCI software also makes it suitable for user-generated content and citizen journalism.

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