



UNIFIED VIDEO TECHNOLOGIES
MULTI-INGEST TO MULTI-DELIVERY EXPERTS

UNIFIED VIDEO TECHNOLOGIES COMPLETES FIRST PHASE OF ZNS DIGITAL UPGRADE

UNIV develops and implements digital video workflow, microwave system, newsroom, and employee training for Bahamas broadcaster

Miami, Florida – March 4, 2013 -- Unified Video Technologies (UNIV), specialists in developing, integrating and operating complete high-performance media and broadcast ecosystems for broadcasters and enterprises, announced that it has completed the first phase of the analog-to-HD digital upgrade of ZNS TV-13, a network owned and operated by the Broadcasting Corporation of the Bahamas.

The new ZNS network facilities and software-based workflows, together with employee training programs designed and implemented by UNIV, have modernized ZNS operations and services and positioned the broadcaster to provide world-class media services to all the residents of the Bahamas. The new systems also make it easier for local writers, producers, directors and actors to create content for ZNS.

UNIV designed the custom end-to-end solution based on unique ZNS requirements, including the geography of the Bahamas, which comprises 700 islands scattered over 180,000 square miles of the Atlantic Ocean. Using its customer-centric, brand-agnostic approach, UNIV implemented an end-to-end solution for ZNS that integrates best-of-class systems and delivers superior and cost-effective performance. UNIV also collaborated with a leading studio design firm to create state-of-the-art newsrooms with energy efficient lighting grids, and with world-renowned station branding experts to rebrand ZNS and integrate branding elements in the workflow.

The new IT-based systems make it easier for staff to produce polished broadcasts. “It is a pleasure to work with systems that match the level of capabilities and talents of the ZNS reporters and staff,” said Edwin Lightbourn, General Manager of ZNS. “Now that we have the tools we need to create quality programming for—and with—the residents of the Bahamas, we are ramping up local production sharply.”

Original programs on a wide range of topics are already in the works. Outside production flight packs are being used to produce programs on local food production in the Bahamas, and the natural beauty of the local ecosystem. A school roundup spotlights a different school in each episode. New entertainment programming covers the local music, dance and art scenes and interviews with Bahamian legends.

“At UNIV, we feel privileged to have the opportunity to provide ZNS with solutions that improve the day-to-day viewing experience of millions of the residents of the Bahamas,” said Pablo Goldstein, CEO of UNIV. “We are happy that we were able to create a cost-effective end-to-end solution that empowers ZNS to create innovative content, replaces burdensome processing, manual content management and archiving



UNIFIED VIDEO TECHNOLOGIES
MULTI-INGEST TO MULTI-DELIVERY EXPERTS

with an automated workflow, and frees staff to focus on the viewers' needs," concluded Ariel Matzkin, UNIV's CTO.

Unified Video Technologies (UNIV) provides complete high-performance workflows that seamlessly perform all media processing, delivery and management tasks, from ingest to distribution and rights management. Through close consultation and collaboration with its customers, UNIV empowers enterprises and broadcasters to leverage media to advance their business goals, and applies creativity and know-how to design ideal solutions. The visionary UNIV approach is based on integrating software in the video ecosystem to optimize video quality and performance while minimizing operating costs. UNIV provides a range of software-as-a-service, platform-as-a-service and on-premise software solutions that enable customers to fully exploit the capabilities of their media and broadcast technology. **Visit the company's website at www.univtec.com**

Company Contact Information

Brian Galante

Dimension PR

570-425-2315

brian@dimensionpronline.com