

See Masstech Group at IBC Booth #8.269

News Release

Sales Contact:
Joe French
Vice President Sales
+1 321 255 3653
joe.french@masstechgroup.com

Press Contact:
Carolyn Kinzie
Director Marketing
+1 905 707 2614
carolyn.kinzie@masstechgroup.com

FOR IMMEDIATE RELEASE

Masstech Group Delivers Innovation with the Release of Workflow Manager for MassStore™*

***Giving Broadcasters the Freedom to Manager Facility Wide Workflow
From Ingest to Editing to News to Output to Archive***

AMSTERDAM, Netherlands — September 5th, 2006 — Masstech Group, Inc. a leader in solutions for media lifecycle management announced it has released Workflow Manager, an interactive toolset extending the capabilities of the company's flagship product, MassStore. Workflow Manager lets users easily map multi-step workflows which control content lifecycle management.

Workflow Manager gives MassStore users an intuitive tool to easily create multi-step data paths which will automatically move and/or transcode content to any location or format. End points include ingest and on-air video servers, tape archives, a variety of non-linear editing environments and the newsroom. The power and granularity of the metadata and workflow rules are unparalleled. Users are not limited in the number of different data paths they can design and implement- the capability of the system is unlimited.

"Workflow Manager significantly raises the bar- no other system available today offers such a complete content lifecycle tool" commented Joe French, vice president of sales Masstech Group Inc. "We have listened to our clients, and together we have developed an innovative and powerful way to better manage content. Digital media clients today are not satisfied with the old, analogue mentality, today's industry leaders are looking for the freedom to implement new ideas and increase efficiency."

Workflow Manager is closely coupled into MassStore as well as full support of the next generation MassPrxoy II which allows for the highest quality and speed in transcoding content from the wrapper to baseband levels.

"The ability to move anything, to anywhere, automatically is what our customers have asked for and we are delivering"

About Masstech Group

Masstech Group Inc. is a developer of software and embedded hardware solutions to enable management, conversion, distribution, and sharing of digital content across open IT storage/server platforms and networking infrastructures. The company's offerings in Media Lifecycle Management, Workflow Productivity Enhancement, Business Continuity & Compliance provide customers with value enabling solutions developed through a combination of visionary products and engineering leadership. The company's products are available from a direct sales force and global channel partners. For more information on Masstech Group and products, please visit www.masstech.com.

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