

Pathfire Video News Releases

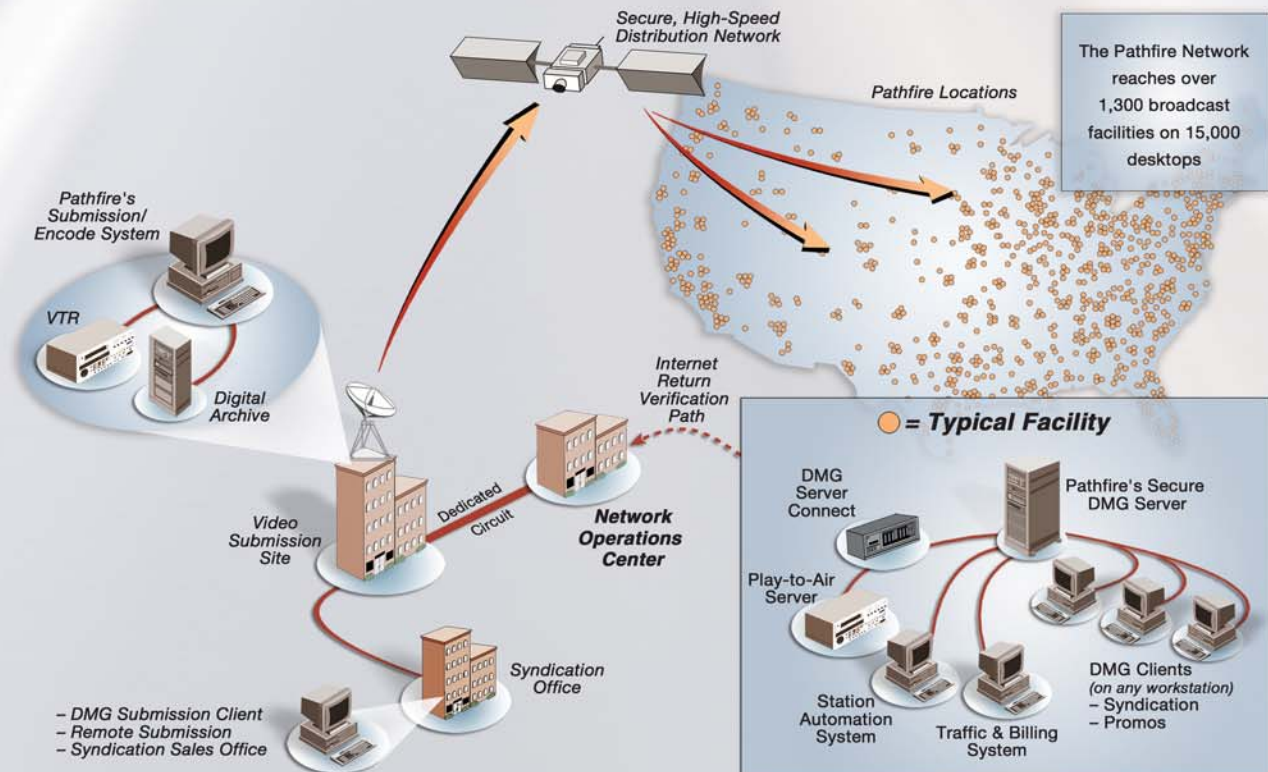
At Pathfire, we understand the importance of ensuring that your client's message reaches the largest viewing audience possible. We have created the delivery solution for achieving this goal with the added benefits of saving your company both time and money.

Pathfire's Digital Media Gateway ("DMG") platform distributes a full array of media including Affiliate News, Subscription News, VNR's, B-Roll, Satellite Media Tour Teasers, EPK's, Syndicated Shows and more. We are the leading provider of digital media management and distribution solutions for the broadcast television industry. Pathfire is used daily in over 700 newsrooms and news bureaus nationwide.

Pathfire ensures delivering your message to the greatest number of users is as easy as possible. Your content is sent via Pathfire's satellite to designated stations, your subscription base, or the entire Pathfire newsroom network.

Pathfire offers encoding of your content to broadcast standards. We will manage the delivery of embargoed content. In addition, Pathfire provides on-line access to reports and creates custom reporting tools for your convenience.

Pathfire enables convenient viewing of your content for the newsroom staff. Pathfire's DMG application resides on over 15,000 desktops in 1,300 broadcast facilities nationwide.



When content arrives on the DMG server an email notification is sent to you. This informs you of the content's arrival and availability to the newsroom staff. Your content is continually available on the Pathfire server for 14 days.

Another powerful email service called Delivery Notification advises your contacts on your content availability. Delivery Notification includes embedded Links that allow you to include additional information from your website.

Pathfire's sophisticated search engine allows a multitude of ways to find your content - by story, slug, date, key words, provider and more. The Master Locator, a centralized page, lists all content available to stations.

Pathfire's suite of station products enables digital file transcoding and transfer of news content into play-to-air servers and video editing systems. This allows your content to move seamlessly through the newsroom.

Pathfire supports your marketing by delivering your content in the most convenient form, with the greatest flexibility and the longest availability.

Benefits of Pathfire's VNR Solution

- Provides effective and efficient means for delivering your content to the newsroom.
- Arrives in newsrooms across the country simultaneously and is available to newsrooms for up to 14 days on the DMG
- Resides on over 15,000 desktops in 1,300 broadcast facilities.
- Allows unlimited access by any number of users, 24/7
- Informs users when your media package has arrived in the newsroom
- Preview the story, synopsis and script on the desktop before dubbing to tape
- Increases opportunities for the story to air
- Minimizes (or even eliminates) the financial burden of shipping tapes to stations across the country
- Eliminates satellite feeds and stations coordination to 'swing the dish' at the right time.
- Ends questioning if the story is available in the newsroom
- Stops the search for the tape



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