

MEDIA ALERT

VIRTUAL KATY EXPANDS VK PRODUCT FAMILY OFFERING ADVANCED WORKFLOW INTEGRATION FOR PICTURE AND AUDIO POST

Change management tools; VK Premium Collection, VK Compare, VK CNA and VK Conformer as well as audio media management solution VK Connect make their debut

Los Angeles, CA – April 24, 2007– Virtual Katy Development Limited, a Digidesign® development partner delivering workflow solutions for audio professionals, rolled out several new VK change management solutions at the NAB 2007 show. The expanded VK change management family of products incorporates the new VK 2.5 features and functionality. These solutions include; VK Premium Collection, VK Compare, VK CNA, and VK Conformer.

Announced earlier in the month and unveiled at NAB 2007 is the brand new VK Connect; a network application for managing media workflows in audio post facilities.

About the New VK Family of Products

VK Premium™ Collection

VK Premium™ Collection offers the full range of VK conform and re-sync features; modernizing any post workflow with its support for AAF and XML formats. Designed for audio facilities that push the audio editing envelope, VK Premium™ Collection ensures your audio post team has all the bells and whistles to tackle any conform and sync tasks – freeing valuable resources to continue the soundtrack creation and finish their projects faster and with the utmost creativity.

VK Compare

Ideal for the TV market, VK Compare supports conform and analysis using industry standard EDL and Cut Lists to derive the invaluable VK Change Plan. Audio editors can easily compare changes from the video editor and quickly sync audio sessions – they can even trace historical elements. A perfect tool for TV cut downs, show recaps, and show revisions.

VK CNA

The de-facto standard for re-conforming audio sessions for film, VK CNA integrates the VK Conformer engine with the industry standard Change Note Assistant (CNA). Add support for the new Intel-based Macs, VK CNA earns its reputation as the fan favorite for audio re-conform among the sound editors in the film community.

VK Conformer

VK Conformer is Virtual Katy's auto conform work horse. Designed for the sole purpose of conforming and non-destructively recompiling Pro Tools sessions, VK Conformer is cut from the original battle-hardened Virtual Katy software which was put to the test on Peter Jackson's "Lord of the Rings" trilogy. Import a CMX 3600 EDL and conform your session to exactly match the picture cut.

VK Connect

VK Connect bridges the gap between the sequence-oriented picture editing world and session-structured audio post world. By implementing a project management methodology, audio workflows are organized into a logical framework of tasks, statuses, and media management processes. The end result is an extremely organized exchange of audio editing assignments, centralized hand-off of projects, simplified reporting of assignment status, and highly controlled media and data exchange. Audio Editors gain a clear view of assignments and are provided with the necessary media and correct versions; Post Supervisors can centralize project assignments and review statuses.

Pricing and Availability

VK Premium Collection, VK Compare, VK CNA and VK Conformer are available through the Virtual Katy reseller channel or online at www.virtualkaty.com for an MSRP of 2000.00 USD, 1000.00 USD, 800.00 USD and 400.00 USD respectively. Please contact Virtual Katy directly for VK Connect pricing information.

The DigiDesign/Virtual Katy Promotion offers additional pricing incentives for upgrades (see www.virtualkaty.com for details).

For more information about Virtual Katy, visit their web site at www.virtualkaty.com

For imagery, please contact Janice Dolan at janice@zazilmediagroup.com.



About Virtual Katy Development Limited

Virtual Katy Development Limited is a Los Angeles, California-based software developer focused on delivering innovative solutions for the postproduction world. Their flagship product, VK, is a battle-hardened program designed for audio professionals.

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For more information on Virtual Katy Development Limited visit www.virtualkaty.com or contact:

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