

For Immediate Release

VIRTUAL KATY HOSTS THE FUTURE OF AUDIO POST SUMMIT

Soho post community to discuss changing landscape of audio post and the use of emerging technologies to advance workflows

Los Angeles, CA – June 19, 2007– Virtual Katy™ Development Limited, a Los Angeles based Software company delivering workflow solutions for audio professionals, announced today they will host the “Future of Audio Post” summit to be held in London’s Soho district on July 4. The event will take place at 7:00pm at the Charlotte Hotel Room and is by invite only. The Future of Audio Post is an industry summit focused on the changing audio post landscape. The evening will offer editors a chance to connect with the industry’s top professionals to discuss the latest post production technologies and the new workflow advances they deliver. Industry newcomers and veterans will discuss how they are successfully adapting to changes within the post community while continuing to deliver the calibre of work the UK postproduction community is known for.

“With file-based workflows the norm for post facilities, today’s editors must choose the right mix of formats and file exchanges to truly achieve the unlimited creative potential that digital technology offers,” comments John McKay, founder and president, Virtual Katy. *“The ‘Future of Audio Post’ addresses from all points of view just how we can harness digital workflows to turn chaos into true collaboration.”*

Future of Audio Post - Event Agenda

Key Note Speaker - John McKay

Sound Editor (Lord of the Rings) and Founder Virtual Katy Software

Seeing the world from both sides of the fence, McKay will set the tone for the evening's activities by discussing a framework - a new path for post - which our industry colleagues must adapt to in order to survive the onslaught of creative demands and supposed technology advancements that will help them deliver miracles.

Industry Panel Session - The Cures for Today's Challenges

Chaired by a seasoned conference speaker Adrian Scott, the panel will discuss the experiences of yesterday and today, pressures from all directions to deliver faster and better packages, and their personal goals for creating programs. The panel will represent key aspects of picture development; directing, picture and sound editing and seek comments and questions from the audience.

“Virtual Katy is more than a piece of software that moves a bit of sound around ... far more than just a program to help us in our hour of need. It's a symbol, a pointer, a sign of where we are all going,” said Lee Herrick, Future of Audio panelist. *“We have to jump on to this path with both feet so that we can carry on doing what we all love doing - creating sound and pictures.”*

Guest Panelists

Peter Gleaves, ADR recordist (Harry Potter, Bond, Golden Compass)

Lee Herrick, Feature Dialogue/ADR Supervisor (V for Vendetta, The Golden Compass)

John McKay, Technologist/Sound Editor (Virtual Katy)

Mike Prestwood Smith, Audio Editor/Mixer (Harry Potter)

New Workflows Demonstration - Picture and Audio Post Perfect

Following the panel discussion, a team of technologists will demonstrate the latest technology and workflows supporting new paths for postproduction; accomplishing pure synchronization for the post process from ingest to output.

The evening will end with a cocktail party for guests. For more information about the event, please contact Janice Dolan at janice@zazilmediagroup.com.

Virtual Katy Family of Products

VK audio post assistant products are designed to accelerate the audio post process for Pro Tools users. Used on everything from feature films to the 30-second spot, VK has saved countless hours by automating painstaking tasks that kill the creative spirit and derail deadlines.

For more information about Virtual Katy products or 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.

Virtual Katy, the Virtual Katy logo and VK are registered trademarks or trademarks of Virtual Katy Development Limited. Other company and product names may be trademarks of their respective owners.

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

Zazil Media Group

Janice Dolan

(p) +1 617 817 6595

(e) janice@zazilmediagroup.com

- End -