

## **EditShare Sees Global Expansion in Education Market**

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EditShare today announced several recent sales to educational institutions, greatly expanding the company's roster of academic customers. From media labs to broadcast sports, EditShare Shared Storage solutions improve collaboration and stretch dollars for colleges and universities. Many schools have paralleled the industry's move to EditShare Complete Collaboration products, which are designed to maximize media sharing and storage for multi-user editing environments.

Boston, MA - EditShare(TM), the technology leader in cross-platform collaborative editing and shared media storage, today announced several recent sales to educational institutions, greatly expanding the company's roster of academic customers. Many schools have paralleled the industry's move to EditShare Complete Collaboration products, which are designed to maximize media sharing and storage for multi-user editing environments. The recent purchases are especially noteworthy at a time when academic budgets are severely strained. EditShare offers state-of-the-art technology at a cost-effective price, ensuring that educational facilities provide superior technology to students and in-house production units while respecting budgetary restraints.

Recent educational sales in the US include new systems purchased by University of California at Los Angeles (UCLA), Oregon State University, University of Central Florida, Baylor University, Harvard University, Florida State University (FSU), Virginia Commonwealth University (VCU), the US Army War College, University of Texas at Austin and University of North Texas. Recent sales in Europe include Glasgow Cal College (UK), University of Bolton (UK), Napier College (UK), Sapir Academic College (Israel), Yizrael College (Israel), E-Universidad (Spain) and European Film College (Denmark). In EditShare's Asia Pacific region, large EditShare systems have recently been purchased by University of Technology (Sydney), Deakin University (Melbourne) and the Victoria College of Arts at Melbourne University.

In academic settings, EditShare systems are used in media training labs, distance learning scenarios as well as in-house, professional video production facilities. Designed for the industry's leading editing and compositing products from Avid, Apple, Adobe, Autodesk, Digidesign, Media 100 and Sony, EditShare(TM) storage servers allow all connected workstations to capture, access and share in real time a common pool of media files. Regardless of application or platform, source material, work in progress and finished packages are shared and instantly available to all users on the EditShare(TM) network.

XStream Series tackles high demand scenarios

The University of North Texas (UNT) recently purchased a 32TB EditShare XStream which is specifically designed for the most extreme and demanding media sharing workflows, handling high volumes of simultaneous users as well as very large numbers of video streams.

"We needed a system that could handle all of our users and all of our editing environments - Avid, Final Cut Pro and Adobe Premiere Pro systems," says Mark Dobson, Media Services Coordinator at UNT. "EditShare XStream gives us that flexibility and ensures that we can meet high-capacity demands. That's all the more important as we expand the editing lab and transition our workstations from SD to HD."

In media lab and classroom settings, EditShare servers act as the media hub, centralizing media so students in various edit suites can simultaneously access video, graphics and other multimedia assets. Tutorial media can be placed in shared workspaces with built-in protections to secure an individual student's work from accidental override or deletion. Instructors can review work-in-progress as well as completed assignments with complete

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security.

#### EditShare Flow enhances workflows

Many colleges, like West Virginia University (WVU) and Florida State University, have recently expanded their EditShare systems to meet the growing needs of their busy broadcast and production operations which cover high-profile athletic events as well as news, lectures and other campus activities. WVU has also purchased FLOW, one of the newest products in EditShare's Complete Collaboration product line-up.

FLOW Ingest captures up to four channels of media and associated metadata, storing each channel in up to three formats simultaneously and outputting a proxy for fast retrieval. No background transcoding is required and files are available immediately for editing. EditShare's unique Universal Media File allows ingested media to be shared and used by editors working on both Avid and Apple editing applications.

FLOW Browse simplifies media cataloging, search and retrieval within EditShare shared storage environments. Users can quickly locate media among hundreds of thousands of clips on the EditShare media spaces. From Flow Browse, users can update metadata, log clips, and drag and drop media to Avid and FCP bins.

#### About EditShare Complete Collaboration:

The EditShare Complete Collaboration line of products provides shared workflows throughout the media workflow - from ingest through production to archive. FLOW Ingest and Browse are fully integrated with EditShare's Storage Series as well as the ultra-performance XStream Series for high-volume, high-demand environments. EditShare Ark provides a range of disk-based solutions for backup, mirroring and archiving needs.

#### EditShare:

<http://www.editshare.com>

#### Product Info:

[http://www.editshare.com/index.php?option=com\\_wrapper&Itemid=112](http://www.editshare.com/index.php?option=com_wrapper&Itemid=112)

#### Press Images:

<http://www.zazilmediagroup.com/editshare/press.htm>

EditShare LLC is the pioneer of a new category of collaborative editing solutions designed for digital media workgroups and production companies. The EditShare system fuels the collaborative creative process for digital media artists by delivering high quality high performance and cost effective networked collaborative editing solutions. (C)2009 EditShare LLC. All rights reserved. EditShare(TM) is a registered trademark of EditShare LLC. All other trademarks mentioned herein belong to their respective owners.

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