

PRESS RELEASE



Centralcast Partners with Evertz For Complete Turn-Key Solution

LAS VEGAS - April 16th, 2012 – Centralcast LLC, a consortium of nine New York public broadcasting stations, has partnered with Evertz to provide a complete turn-key solution that will allow it to automate the on-air operations for 35 television channels across New York State and New Jersey.

The television streams will be delivered from Centralcast LLC's Joint Master Control Center located at WCNY-TV/FM's new Broadcast and Education Center in Syracuse, N.Y. The Joint Master Control Center will feature Evertz's Playout and Content Management solutions, which include Mediator and OvertureRT LIVE.

The nine New York PBS stations that make up Centralcast LLC, the largest consortium of independently owned and operated public broadcast stations in the United States, are WCFE, WCNY, WNET, WLIW, WNED, WMHT, WPBS, WSKG and WXXI.

By forming Centralcast LLC, the New York State PBS stations aim to:

- Realize annual savings by consolidating equipment, operating, and maintenance cost estimated to save \$25 million over 10 years.
- Create additional revenue opportunities by offering master control services to other broadcasters.
- Create a self-sustaining model through which the stations are not fully dependent on capital campaigns from their communities.

"In order to truly achieve our goals and reach true success, we needed to move away from the traditional broadcast model and shape a new one that reflects the realities and technology that exists today," said Robert Daino, President and CEO of WCNY and a member of Centralcast LLC. "Leveraging the data driven, workflow based solution from Evertz will result in reducing the project risk significantly while increasing flexibility, performance, and scalability of our overall solution."

Along with Mediator, Centralcast LLC selected Evertz to deliver an end-to-end solution because it has a proven record of innovation. "We have a true partner in Evertz," Daino said. "As we embark upon delivering a new model within our national PBS community, we will leverage what we see as Evertz's outstanding technology and innovative culture."

"Evertz and Centralcast will be introducing the 'control room of the future', where content managers will operate in a monitoring by exception mindset. We're excited to be working with the Centralcast LLC team, who have embraced the technology and looks to introduce new models in order to advance the industry's broadcast architecture," says Romolo Magarelli, CEO of Evertz.

The end-to-end solution that Centralcast will use features Evertz Mediator for content management and playout automation; OvertureRT LIVE for playout; Evertz SuperNAS for storage; EQX and EMR video/audio routing; Evertz 7812 conversion gear; MAGNUM and MAGNUM VUE for unified facility control; VistaLINK for network management; 7881ENC-H264 for contribution encoding and 3480 series for ATSC encoding.

The new services are scheduled to launch, with WCNY as the first location, in October 2012.

To learn more visit Evertz' NAB show Booth N1502. For more information, please visit our website www.evertz.com

About Evertz

Evertz develops, manufactures and markets a broad range of high-quality and cost-effective hardware and software products that help broadcasters and other content creators reduce costs, extend their services and generate new revenues from traditional linear playout (i.e. cable TV, satellite TV, and IPTV) to non-linear playout (i.e. video on-demand, mobile, web, and tablets) paths.