

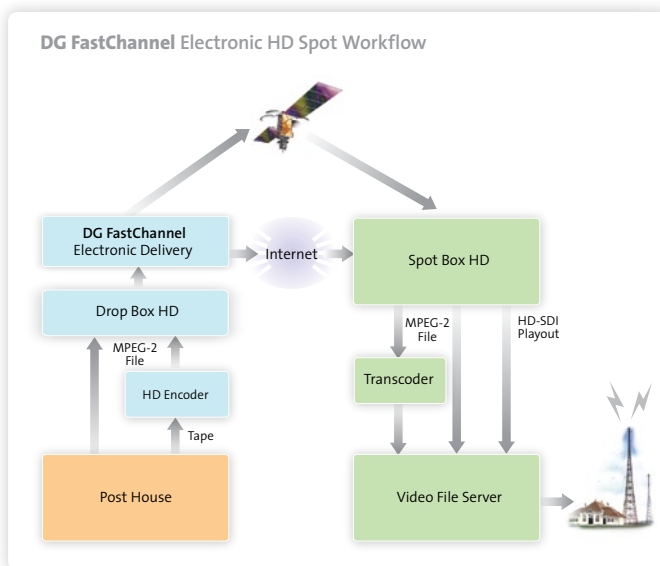

DGFASTCHANNEL
HD NOW™

HD SPOT DISTRIBUTION FOR ADVERTISING CONTENT

Cost-effective, innovative, simplified workflow

DG FastChannel's HD NOW provides a complete solution for HD Spot Distribution. HD NOW simplifies HD order workflow, eliminates the burden of technical delivery standards and provides an end-to-end electronic solution from post house to broadcaster. If necessary, broadcast-quality tapes can be duplicated and shipped for prompt delivery anywhere in the world.

- ▶ HD NOW makes HD order workflows easy.
- ▶ HD NOW simplifies formatting options and eliminates the worry about broadcaster formats and technical specifications.
- ▶ HD NOW enables agencies, post houses and advertisers to deliver HD spots electronically with 4-hour or next-day service.



SPOT BOX HD

HD NOW utilizes the DG FastChannel Spot Box, our proprietary media edge server, which is deployed in virtually every media outlet in North America. HD spots are delivered into the Spot Box ready to be played into a broadcaster's video file server without first being transferred to tape. This process is an industry first.



DG FastChannel's proprietary order entry and management system, SpotCentral®, works for online HD delivery as efficiently as it does for standard definition advertising content.

SpotCentral manages HD spot distribution and ensures the delivered spots meet broadcasters' technical specifications and requirements, freeing up your valuable time.

Once an order is entered and the media is available, SpotCentral directs the HD spot to be delivered seamlessly to the Spot Box HD. From there, the broadcast outlet can send the file directly to the play-to-air server, or play out the file to a digital tape recorder.

HD NOW™

HD SPOT DISTRIBUTION FOR ADVERTISING CONTENT

When broadcast-quality HD tapes need to be duplicated and shipped from **DG FastChannel's** state-of-art duplication facilities, we utilize our physical distribution methods. We use either an exclusive 270Mbps-fiber network that interconnects our facilities in New York and Los Angeles, or we shuttle the spots via the HD Spot Box between the **DG FastChannel** facilities. Both methods support HD standards and broadcasters' production needs.

DG FastChannel's proprietary workflow tools such as AdGallery® and Drop Box HD are fully integrated with **SpotCentral**.



DG FastChannel provides a simplified solution for submitting masters and production support.

DG FastChannel's proprietary FTP service, **Drop Box**, allows agencies and post houses to electronically transfer HD spots directly to **DG FastChannel**. When HD spots are provided on tape, they are sent to our New York, Chicago, or Los Angeles facilities for digital encoding.

Submitting electronic HD spot masters has never been as easy as it is now with **DG FastChannel's** **Drop Box**. Additionally, standards for tape-based HD masters let the post houses focus on their specific tasks while **DG FastChannel** ensures that spots fully meet broadcasters' HD requirements.

HD spot masters sent via FTP or by tape all undergo quality control processing. Spot ownership and metadata can be configured by the agency or post house, stored in AdGallery, **DG FastChannel's** Digital Asset Management vault, and sent to broadcasters.

FLEXIBLE BROADCAST FORMAT SUPPORT

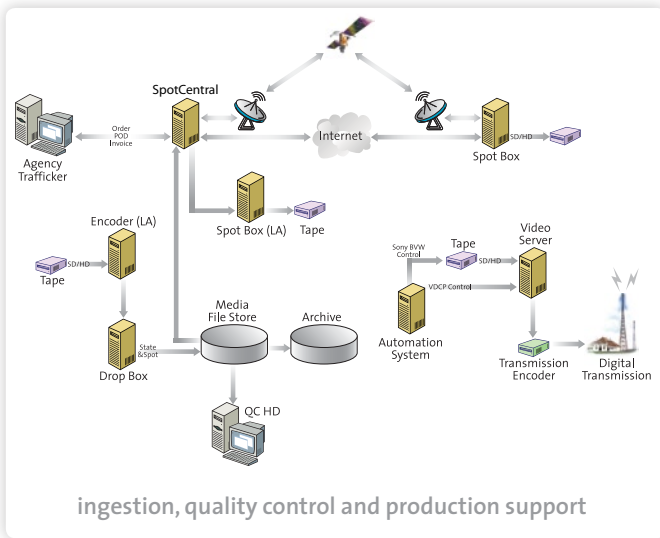
The **HD NOW** advertising solution eliminates the worry about the broadcaster specifications, including 1080i or 720p video formats, audio configurations and channel assignments, slate and label information, ISCI naming conventions and physical tape format (if delivered on tape).

The **Spot Box HD** automatically provides the spot in the broadcaster's required specifications. For tape deliveries, **DG FastChannel's** state-of-art duplication facilities support all HD standards and the broadcasters' various tape production needs.

BROADCASTER SUPPORT – SPOT BOX HD

HD NOW lets broadcasters incorporate the **DG FastChannel Spot Box HD** technology into its physical plant with minimal effort.

Broadcasters can move spots directly from the **Spot Box HD** into HD digital production servers or playout to a digital tape machine.



OVER 5,000 NATIONAL, REGIONAL AND LOCAL ADVERTISERS AND ADVERTISING AGENCIES TRUST DG FASTCHANNEL TO DIGITALLY DELIVER MORE THAN SIX MILLION COMMERCIALS EACH YEAR



The **ONE** for advertising.

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