

Press Release



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PEG CENTRAL PROVIDES WEB PORTAL FOR LOCAL TELEVISION CHANNELS

Economical Hosting and Streaming Service Delivers Community Television to a Worldwide Audience

Holt, MI. — October 30, 2008 — LEIGHTRONIX has recently launched PEG Central™, a new Web media hosting and streaming video-on-demand service developed especially for Public, Educational, and Government (PEG) cable access channels. PEG Central provides local television stations with a professional, affordable way to display television programming on the Web.

With PEG Central, customers receive a comprehensive and economical Web streaming package that includes media storage, bandwidth, easy media uploading and management, and a streamlined digital video workflow. Combined with LEIGHTRONIX digital media encoding solutions, PEG Central eliminates the often tedious, multi-step encoding and transcoding process required for producing Web-ready media.

Each PEG Central account is given a unique URL (smarttown.pegcentral.com) which automatically directs viewers to a customer-branded PEG Central Web portal. Custom media folders allow fast and easy organization of programming. A keyword and topic search function further assists viewers in finding specific videos or categories. Videos are displayed in a large, resizable media player window featuring top quality, H.264 video compression.

Account management is also easily handled through the customer's PEG Central Web portal. All uploaded programming must be authorized for public viewing by a system administrator. Administrators can also customize program information, search terms, and site branding, as well as access a detailed event log and statistics report.

PEG Central seamlessly integrates with the LEIGHTRONIX UltraNEXUS™ video server and television automation controller, allowing local television stations to bridge the gap between broadcast and streaming video-on-demand. Dual digital encoders in the UltraNEXUS create two media files of identical content during recording, one for broadcast and one for Web. Broadcast files are stored locally for playback while Web files are automatically transferred to a PEG Central account.

The new LEIGHTRONIX PEGvault-SD™ digital video encoder also works hand-in-hand with PEG Central. The PEGvault-SD accepts analog video/audio and produces digital media files optimized for immediate upload to PEG Central. Multiple PEGvault-SD units can be installed in different locations, with each PEGvault automatically sending media files to the same PEG Central account. PEGvault allows organizations without a local cable or broadcast channel to easily encode television programming and post video directly on the Internet.

The PEG Central service starts at only \$249/month, providing each account holder with a custom URL, branded

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Affordable ♦ Versatile ♦ Reliable

Cable and Broadcast Solutions

LEIGHTRONIX, INC.

Video Servers • Television Automation

Web interface, and storage for up to 500 hours of programming.

About LEIGHTRONIX, INC.

With over 25 years experience in specialty video equipment design and manufacturing, LEIGHTRONIX is recognized as an industry leader with expertise in digital video, television automation, on-demand video, and remote equipment control. A model of stability and longevity in the quickly evolving professional video market, LEIGHTRONIX continues to set standards in product value and versatility and exceeds customer expectations in both product performance and support. Exceptional product reliability, a standard 5 year warranty, and cost-free technical support have made LEIGHTRONIX one of the most trusted names in the industry. For more information, please visit www.leightronix.com.