

Pebble Beach News – August 08



Introduction

Welcome to the August 08 edition of the Pebble Beach Systems newsletter. This newsletter will keep you up to date with the latest events, installations and product news.

In this issue:

- New York Office
- IBC2008 Preview
- NAB Review
- New Projects
- New Features
- New Appointments

Record year of business – Continuing success through 2007/08 has ensured a record year of growth for Pebble Beach Systems and the core business has continued to expand. We are investing in more staff and resources to meet increasing demand from broadcasters across the globe.

Neptune's reputation of reliability, scalability and openness to 3rd party systems is being recognised by broadcast facilities world-wide. Recent contracts to supply solutions have been placed by Phoenix Television in Hong Kong, Plazamedia in Germany, Al Jazeera Childrens TV in Qatar and Teuve and TVE in Spain.

Pebble Beach's presence within central Europe also continues to remain strong. An article featured in the June edition of TVB Europe outlines the success of Neptune automation for the CME group, whose head office is in Romania – visit www.pebble.tv to read the full article.

New York Office

Pebble Beach Systems has established a support office, based in New York as part of its support strategy to US based customers, where local telephone and on-line remote support is provided. The New York office is managed by Simon Foskett, who has a wealth of experience in the application of Pebble Beach Systems products having formally worked at the company's headquarters in the UK for several years.



The decision to open a US support office underpins the commitment Pebble Beach Systems has to ensuring its USA based customers receive the highest level of support, for which Pebble Beach Systems is renowned.

"I'm really looking forward to introducing customers here to our powerful Neptune automation product and being involved in the building of our business in the USA" commented Simon Foskett – Senior Customer Support Engineer at Pebble Beach Systems.

Events

IBC 2008 Preview - Booth 8.B50



IBC2008 will be our biggest so far, with 50% more booth space. The success at NAB has set the pace for an exciting and busy show. Visitors will be able to view the capabilities of our automation solutions. Neptune's enhanced automation features will be shown over 3 demonstration pods, displaying end-to-end workflows from content ingest to file based workflows - including near line storage management and playout.

Pebble Beach Systems Ltd

12, Horizon Business Village, 1 Brooklands Road, Weybridge, Surrey, KT13 0TJ, United Kingdom

tel: +44 1932 333790 fax: +44 1932 333791 email: info@pebble.tv web: www.pebble.tv

Registered office as above. Registered in England and Wales No: 3944834 VAT No: 733 725 433

If you would like to arrange a meeting please get in touch as soon as possible by email at sales@pebble.tv or call us on +44 (0)1932 333790.



There was no way to predict the level of interest in our product among US based broadcasters after our success with Fox News in late 2007. The show was a great success and we would like to thank all those that helped make it so. It has certainly set the momentum for IBC



Ian Cockett, Technical Director, outlining Pebble Beach automation at NAB

New Projects

Phoenix TV, Hong Kong



Phoenix TV in Hong Kong has purchased a Pebble Beach Neptune automation system for installation in their new broadcast playout centre. The deal was facilitated by Magna Systems and Engineering.

The installation represents the first of its kind in Hong Kong and came after a lengthy evaluation and assessment process. Phoenix TV has a very specific workflow as all the content has to undergo a strict QC procedure before it goes to air. After several demonstrations, Phoenix TV decided that Magna Systems and Pebble Beach automation was the best solution, citing that they were very impressed with Pebble Beach's and Magna's support and response times.

Phoenix TV Engineering Manager Wicky Law explains "We chose Pebble Beach Neptune automation because it is user friendly, reliable and flexible. It was also the only system that could efficiently manage our strict workflow requirements. A big part of the decision was having Magna Systems as Pebble Beach's agent. We found them to be responsive and very experienced in all areas of automation and broadcast playout."

The Neptune system is part of a 5-channel playout solution which will be housed alongside new studios and newsrooms in Phoenix TV's purpose-built broadcast centre in Taipo. Of those five channels, three are broadcast to China, one to America and one to Europe. Under Neptune automation control will be Miranda Imagestrores, Omneon servers and Thomson GVG routers.

Plazamedia, Germany

Plazamedia is one of the leading full-service TV providers in Germany and the largest German sports TV producer. Their eCenter, based in Munich, provides various archiving and tapeless production services to customers, using Media Archive from Blue Order. Customers with large volumes of tapes require Plazamedia to provide mass ingest services which are able to handle hundreds of cassettes and deliver encoding, cataloguing and quality control in an efficient workflow. Working in conjunction with Media Archive, Neptune provides the automated control of VTRs, Sony cart machines and video servers.

Neptune's installation at the eCenter will see the second successful collaboration between Pebble Beach Systems and Blue Order, the first being at YLE in Finland. Neptune offers 3rd party systems a wide range of flexible open protocols to enable the exchange of information for device control, metadata exchange, job lists and status reporting. The eCenter project will see Neptune and Media Archive exploit these protocols to deliver the end-to-end integrated workflow required by Plazamedia.

Plazamedia foresees customer demand for these services increasing in future and the scalable nature of Neptune and Media Archive will allow them to easily expand the system to increase capacity. Neptune's broadcast pedigree - providing on-air levels of reliability, will also allow Plazamedia to rely on access to the system and prevent backlogs being created.

Demand for DeckChair Increases

Sigma TV in Cyprus, TV Publica in Brazil and Modern Sports in Egypt are just a selection of the broadcasters investing in the compact system, DeckChair - an automation software package specifically designed to provide a true pedigree broadcast product at a very competitive price. DeckChair is compact, occupying only 3RU of rack space. It hosts Device Control, Database, and Client and provides up to 3 fully featured on-air channels. It demonstrates its Neptune roots with proven on-air reliability and a wide range of

Pebble Beach Systems Ltd

12, Horizon Business Village, 1 Brooklands Road, Weybridge, Surrey, KT13 0TJ, United Kingdom
tel: +44 1932 333790 fax: +44 1932 333791 email: info@pebble.tv web: www.pebble.tv

Registered office as above. Registered in England and Wales No: 3944834 VAT No: 733 725 433

features which allow users to deliver professional on-air programming.

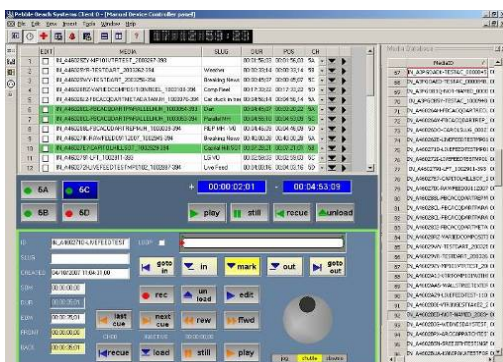
Sigma TV is the only fully independent TV station with the largest number of locally produced programmes in Cyprus. Sigma installed DeckChair automation as a temporary solution until their new playout facility is completed. The current DeckChair system comprises 3 playlists and controls a 5 port Harris Nexio video server, 2 VTRs and 1 Evertz Router and two clients.

DeckChair was installed at TV Publica in Brazil by the leading Brazilian systems company Videodata and was the first broadcaster. Two other DeckChair systems were sold through Egyptian systems company Brainwaves; Modern TV and Fenoon TV - a Kuwaiti channel that transmits from Egypt. This 3 channel system uses a remote client in Kuwait linked to the systems in Cairo via a VPN internet connection, to allow the Kuwaiti operator to manage and control the playlists being transmitted in Egypt.

New Features

News List

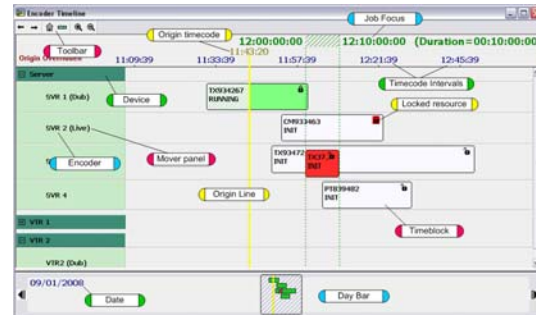
A new style of Playlist designed for News and Sports playout is now available. Unlike the typical sequential playlists, the NewsList gives operators the freedom to play events in any order and in parallel if required. Integrated through MOS to iNews and ENPS news room systems, the NewsList is already in use at Fox in New York.



To make the News List as responsive as possible Pebble Beach Systems has developed an interface to DNF control panels. This allows the operator to select any decoder to play at the press of a single button, as well as control ingest, quick turn recordings, material preview and basic editing/trimming from a single GUI.

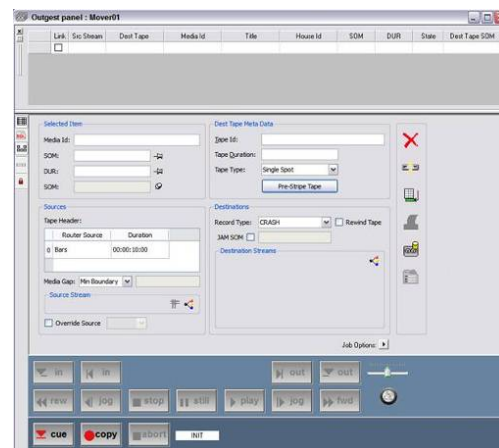
Ingest Resource Timeline

The ability to track ingest jobs and ensure that the necessary recording resources are available is key in today's busy broadcast facilities. Knowing that jobs scheduled to happen overnight will have the required resources protected is vital. The ingest resource timeline provides a graphical view of devices available for ingest within the system and immediately displays to a user if there are jobs that will overlap and call for the same device or insufficient resources.



Outgest

Despite the ever growing use of file based workflows some customers still want to copy their content back onto baseband video tapes – sometimes for distribution and sometimes to provide a low cost archive solution. In many automation systems this is a manual process but with Neptune users now have the capability to create Outgest lists to copy content directly to VTRs.



Outgest lists can be created locally on the Neptune client or imported from a 3rd party using a defined XML structure. Clips on the tape can be separated by pre determined gaps or set for the next clip to start on a fixed time-code boundary (e.g. increment 1 hour). Outgest

Pebble Beach Systems Ltd

12, Horizon Business Village, 1 Brooklands Road, Weybridge, Surrey, KT13 0TJ, United Kingdom

tel: +44 1932 333790 fax: +44 1932 333791 email: info@pebble.tv web: www.pebble.tv

Registered office as above. Registered in England and Wales No: 3944834 VAT No: 733 725 433

supports insert and assemble edit modes of operation.

New Device Drivers

The range of drivers available for Neptune grows almost daily in response to the many projects that Pebble Beach is undertaking. The latest new drivers include:

Axon Interface Cards

Via integration with the Axon Synapse system, Neptune users can now control a range of cards including The HCO-10 (VO), VWI-10 (ARC) and DDP-14 (Dolby Proc).

Data Tape Libraries

The Quantum ADIC iScalor 2000 is now qualified to work with Pebble Beach Anchor Media Manager extending the options of robotic systems which already includes Sony and Storagetek solutions.

Exploiting the higher capacity data tape drives systems now available, Anchor also supports both LTO-4 and DTL – S4 tape formats.

Other new drivers include **Chyrons Channel box** HD/SD switchable, branding system and Aspect Ratio Converters from **Eyeheight**.

Digital Rapids StreamZ Encoders

The new integration with StreamZ is supported in Pebble Beach's Neptune automation software and Anchor Media Manager for file-based workflows. Pebble Beach customers can now build cost-effective large-scale ingest systems that directly encode content. Using Anchor, the resulting files can be moved intelligently through a facility based upon rules specifically tailored to the customer's workflow.

The combined Pebble Beach and Digital Rapids solution is available immediately, and has recently been employed on a customer project controlling six dual-channel StreamZ encoders to ingest 200,000 thousand hours of content.

Rhozet and IPV transcoding systems

We have recently extended the range of transcoding options available with Neptune. Rhozet's Carbon Coder and IPV's X-Code engines are now supported allowing content to be repurposed for browse workflows or for delivery over new media platforms such as Video-on-demand, Internet streaming and Mobile. Neptune uses the relevant APIs to initiate transcode jobs as requested by the traffic system or determined by rules based on the specific workflow.

New Appointments

Amanda Dixon

Amanda has joined Pebble Beach as Sales and Marketing assistant and is responsible for PR and marketing activities, as well as to provide general admin support to the sales team.

Amanda graduated with a BA(hons) in Graphic Design and Marketing from the University of Leeds in 2006 and has several years' experience in the industry after working on a contracted basis with the exhibition team at IBC and with JVC Professional Europe as Marketing Executive.

Monika Zawadzka

Monika has recently joined Pebble Beach as a computer programmer. Monika previously worked for a software company based in Nottingham, after moving to the UK 2 years ago. From Poland, Monika studied Cryptology at the Military University in Poland.

Peter Brown

Peter joined Pebble Beach Systems to head up Software Development. His responsibilities are to help ensure the smooth running of all software development activities, including planning and the coordination of requirement gathering, design, implementation, testing and deployment.

Peter graduated with 1st Class MEng honours from Durham University in 2000, and has since worked across Asia, USA and Europe in a variety of roles. Peter started his career working for Creative Technology as hardware developer, before moving on to becoming a Senior Software Development manager at Petards writing software for embedded digital systems on a number of transport projects. Peter then moved into Engineering Management where he was responsible for cross discipline teams working on fully digital CCTV systems for trains, Casinos and Home-Land Security projects. Peter has recently gained his Chartered Engineer status (CEng).



Pebble Beach Systems Ltd

12, Horizon Business Village, 1 Brooklands Road, Weybridge, Surrey, KT13 0TJ, United Kingdom

tel: +44 1932 333790 fax: +44 1932 333791 email: info@pebble.tv web: www.pebble.tv

Registered office as above. Registered in England and Wales No: 3944834 VAT No: 733 725 433