



For Immediate Release

VideoBank Selects Rhozet for Integrated Transcoding Solution

San Jose, Calif. (August 17, 2006) – Rhozet Corporation today announced it has entered into a partnership with VideoBank, a leading video asset management company, to provide integrated high-performance video transcoding.

Rhozet Carbon Coder technology has been integrated in to VideoBank's Network Transcoder to provide on-the-fly conversion from uncompressed or MPEG-2 master clips into a variety of proxy formats including Windows Media, QuickTime and Real Media. These on-line proxies can be used for remote viewing and rapid editing, with any modifications made to the proxy automatically executed on the original master file.

"Rhozet's Carbon Coder transcoding software provided us with a fast, flexible, and cost-effective solution," said Lou Siracusano, CEO of VideoBank. "The integration process was a rapid one due to Rhozet's XML-based development interface."

"We are pleased that VideoBank has chosen Carbon Coder for integration with its Network Transcoder, and delighted that the fruits of this integration are already in use by VideoBank customers," said David Trescot, CEO of Rhozet.

Rhozet Carbon Coder is a universal transcoding application that facilitates the transfer of media between acquisition, editing, playout, archive, Web, mobile and more. Carbon Coder can run as a stand-alone application or as part of a multi-node, fully-automated rendering farm. Carbon Coder provides high-performance, scalable and cost-effective transcoding for a broad range of business environments, from specialized studios to enterprise-scale installations.

About VideoBank

VideoBank was founded in 1997 as a software development company to focus on media asset management. With roots in the broadcast marketplace, VideoBank products have been designed to streamline client workflows. The company specializes in providing tools that facilitate the management, protection, and delivery of video, audio, and image assets, along with other traditional file types. For more information, visit www.videobankdigital.com.

About Rhozet Corporation

The Rhozet Corporation is dedicated to providing video and broadcast professionals with accelerated high-quality media transcoding solutions. Rhozet offers both off-the-shelf and customized software configurations for the production and content delivery markets. For more information about Rhozet please contact the company at 408-432-3333 or visit the company website at www.rhozet.com.

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