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FOR IMMEDIATE RELEASE

VDS AND MAPCUBE IMPROVE BROADCAST MAP GENERATION WORKFLOW

New York, NY, March 25, 2005—VDS, a leading developer of broadcast automation software, content design applications and plug-in products, announces a partnership with Mapcube, and the integration of its flagship product Mapcube Media with VDS' Twister HD paint systems.

Mapcube Media is a high resolution 3D map technology developed for broadcasting. It enables generation of complete and accurate maps in seconds. Mapcube comes with a variety of advanced map creation features such as the ability to download and display satellite and aerial imagery that is free and unrestricted for use through various sources. Customers can download and display 1 meter resolution black and white imagery for the entire US and 25 cm resolution color imagery for select urban areas. US clients will receive the entire US in a 1:100,000 data set plus their entire home state in a resolution of 1:24,000 as standard.

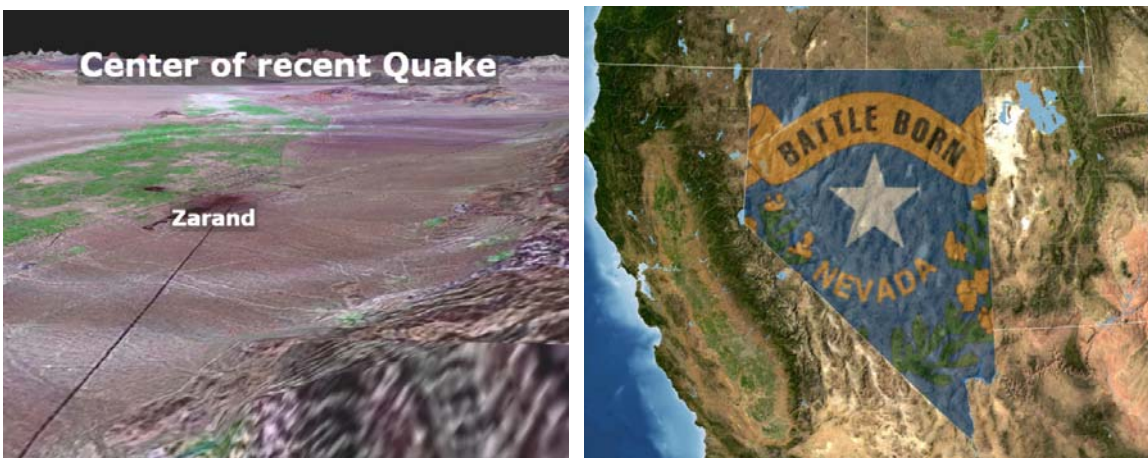
"We are very pleased with the development between Twister and Mapcube," comments David-Ray Worthington, Director of Marketing and Product Development at VDS. "empowering customers with the tools to design daily maps in Twister using Mapcube's layers and being able to quickly access the enormous volume of data that Mapcube supports, is a great leap forward in broadcast map generation workflow"



“We at Mapcube are very optimistic and excited about this new partnership,” comments John Ackerman, Director of Marketing at Mapcube AS. “combining the mapping technology and massive amount of data that comes with Mapcube Media with the graphical capabilities of product like Twister will set a new standard in map creation and distribution for the media industry.”



This innovative technology bundle will allow any station, from local to global, the ability to download and use 15 - 60 meter Landsat imagery as a layer in the Mapcube Media graphics system. This data has always been freely available for unrestricted use but has been released in hard to use formats with false coloring. This feature allows users the ability to show high resolution satellite imagery of nearly any city in the world to help explain to their viewers the news that interests and affects them. Twister now tracks and updates these map layers directly in Twister’s layer stacks where the graphics artists can add graphics and apply effects, then composite and distribute the final map for delivery to various broadcast display systems.



[Twister](#) is a complete paint, graphics content creation, and I/O solution designed specifically for the broadcast and video production industries. Twister runs as a standalone application, or as a plug-in for industry-leading content creation, editing, management and display systems. With Twister, artists have access to VDS’ famous content creation tools and remote file transfer utilities from within a single user environment. This includes a full suite of comprehensive paint tools and brushes,

unlimited layering capabilities, and sophisticated image processing and masking tools developed specifically for fast still graphic creation and distribution. In addition, most third-party Photoshop plug-ins can be used in Twister, allowing access to hundreds of inexpensive image effect libraries. Now, with the ability to layer Mapcube's high quality, easy to generate maps within the Twister UI, creating compelling and detailed broadcast maps has never been easier.

About VDS

VDS is committed to providing automation and content design tools for the broadcast, cable television, internet, and post production markets. VDS designs products for the automated control of broadcast television systems, with an emphasis on graphics-related operations, content distribution and automation, and internet-to-video and video-to-internet systems. VDS content creation systems provide industry tools that deliver graphic design, universal file translation and integration capabilities.
www.videodesignsoftware.com

About Mapcube

Mapcube AS, founded in 1997, uses propriety technology to develop and market high end graphical map based production and presentation solutions. The proprietary technology developed by Mapcube is also used within the parent company, [Lenco Software](#), to satisfy the high demand imaging needs of the defense industry. This same CORE technology is utilized in the two primary commercial products, Mapcube Media and Mapcube Atlas. Both products have been developed with the concept of providing the end user the ability to utilize the maximum amount of information with minimal effort to achieve stunning results.

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