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## VMIX Unveils New Video Platform, VMIX 3.0

*Combines intuitive media management interface, flexibility and improved process in this new approach to online video management platforms*

SAN JOSE – Streaming Media West 2008 – September 24, 2008 – VMIX, a leading provider of video publishing and management solutions, today unveiled new advances in its Media Management Platform. VMIX 3.0 allows publishers and content providers to more easily increase distribution channels, present more compelling media, and increase site stickiness and viewer retention, resulting in increased revenue opportunities at a lower cost of ownership.

Featured enhancements to VMIX Media Platform 3.0 include:

**Collections added to Media Structure:** Create Manual or Dynamic Collections within the VMIX Media Management Console. Use Collections to present the freshest content arranged to your specifications. This intuitive interface allows even non-technical users to organize, sequence, and playback media in an order that matches the needs of the business.

**Multi-Output Encoding:** One media file can be encoded to support a multitude of formats, enabling outputs for low-or high-bandwidth viewing, iPhones and PSPs, podcast distribution, and download.

**Flexible Player Platform:** The new VMIX Player Platform is ideal for highly interactive web sites and provides a multitude of advertising options. The new Player Creation Wizard, customizable branding features, flexible APIs, and a robust player-to-page communication framework provide added controls to the viewer experience supporting the interactivity needed for the most enterprising online video initiatives.

“Until now, back end media management systems were a one-size-fits-all commodity. The new VMIX 3.0 enables you to order media the way you want it, in a familiar folder structure that makes sense for your organization,” said Wayne Kao, VP Product at VMIX. “Our approach to data management, paired with new levels of flexibility and control in the presentation and distribution layers, enable users to manage media more efficiently and with fewer steps. This improved process saves time and money which helps our clients realize a lower cost of ownership.”

The VMIX Media Platform continues to deliver superior flexibility and simplicity in rich media management for premium in-house, user-generated and syndicated content, including solutions for video, photo and audio. VMIX 3.0 raises the bar for intuitive management, multiple channel distribution of content and opportunities for monetization.

To see live demos of VMIX 3.0, and for more information on VMIX and our solutions, visit VMIX booth #719 at Streaming Media West, or our web site at [www.vmix.com](http://www.vmix.com).

### About VMIX

VMIX is a leading provider of digital media management and video platform solutions. VMIX technology makes it easy for website publishers to engage their online audiences, increase ad revenue and grow their business. The company is the trusted partner of media, entertainment and enterprise companies like Tribune Company, McClatchy Company, Lee Enterprises, and Warner Bros/Telepictures, American Cancer Society and JVC Electronics.

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