

NEW PRODUCT PRESS RELEASE

**UNITED MEDIA TO DEBUT ITS NEW MULTICAM SOFTWARE
DURING WEVA EXPO 2001**

"The ultimate tool for multi-camera editing!"

August 1, 2001

WEVA Expo - Las Vegas, Nevada Booth # 326



United Media is pleased to announce that its new Multicam[®] Software will be debuted at the upcoming WEVA Expo in Las Vegas Nevada, August 28-29 - Booth #326. Multicam is the only software of its kind and allows all video editors the tools necessary to easily sync, preview, cut and edit a multi-camera shoot, as if simulating a live camera switch. You can effortlessly synchronize up to 4 independent camera sources and quickly edit between them without losing their reference points. Multicam works in conjunction with Adobe Premiere and runs on the Matrox RT2500, RT2000 and DigiSuite hardware. This unique software is available at a suggested retail price of \$599 US and is a by-product from the popular Multi-camera feature in United Media's On-Line Express NLE products.

Multicam is designed for event videographers, corporate communicators, video enthusiasts and anyone who demands the most comprehensive tools for editing multiple cameras - from the novice to the expert - will enjoy the versatility, ease-of-use and power of this unique software from United Media. Multicam allows users to work with up to 4 independent camera sources. Easily synchronize both video and audio, quickly select cut points between multiple camera sources and effortlessly add effects and transitions - all without losing synchronization between the independent camera sources. After completing the multicam edit you can easily export directly back to the Adobe Premiere timeline. Synchronizing and editing between multiple camera sources has never been easier, faster or more affordable!

"United Media's Multicam allows video production professionals to shoot confidently and edit effortlessly," stated Leslie Ricci, United Media Sales Manager. "Multicam is really designed for the event videographers. Up until now there has not been an affordable solution available for editing multiple camera events. Editors now have creative control over a multi-camera shoot at an amazingly affordable price point and will create better videos because of it!"

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Key Features of United Media Multicam Software

- ✍ Play, scrub and cut between 4 independent camera sources
- ✍ Easily synchronize from multiple camera sources (up to 4)
- ✍ Export multicam edited sequences directly to Adobe Premiere timeline
- ✍ Flexible camera editing modes: 2 camera, 3 camera or 4 camera mode
- ✍ Sync cameras with visual clip markers for ease of synchronization
- ✍ Sync cameras with timecode display for all video clips being used in the segment
- ✍ Direct timeline trimming features to fine tune your multicamera cut
- ✍ Compatible with Matrox RT2500, RT2000 and DigiSuite capture boards*
- ✍ Works in conjunction with Adobe Premiere 6.0
- ✍ Windows 2000/NT compatible

* Additional hardware support soon to be announced.

About United Media

United Media, INC designs innovative digital video editing software for professional broadcast and multimedia industry for Windows 2000 and Windows NT. Based in Anaheim, California- USA, United Media distributes product worldwide through a network of authorized resellers. For more information, contact United Media call (714) 777-4510. United Media is located 4771 E. Hunter, Anaheim, California 92807 USA, Fax (714) 777-2434, www.unitedmediainc.com. Press Contact: press@unitedmediainc.com.