



# PRESS RELEASE

## FOR IMMEDIATE RELEASE

### **National Geographic Channel (NGC) chooses CRISPIN for News Playback**

**Raleigh, NC – Jan. 31, 2003** – National Geographic Channel has chosen CRISPIN's NewsPlayX Newsroom Automation System for News Playback of ENPS stories for its daily news journal *National Geographic Today*.

Hosted by Laura Greene, *National Geographic Today* originates from the Channel's "base camp" studio located in the heart of National Geographic's headquarters in Washington D.C. *National Geographic Today* connects people to the pulse of the planet covering a range of fascinating subjects including science, exploration, natural history, adventure, culture, and travel. In addition, *National Geographic Today* gives viewers unprecedented access to the people and projects at National Geographic...the scientists, explorers, writers, photographers, and filmmakers.

CRISPIN's NewsPlayX uses MOS protocol that works in conjunction with AP's ENPS. *National Geographic Today* producers will use Crispin's NewsPlayX automation system to translate the daily show rundowns and execute the playback. The producers create the MOS Objects in ENPS, the editors edit the video/packages on Panasonic NewsBytes, and then send them to the GVG Profile XP 1100 via Fibre Channel. Crispin's NewsPlayX updates the "Status" of the video clip and playback to enable the producers to know what parts of the show are ready. The NewsPlayX system maps reports to different server channels allowing back-to-back video transition overlapping and supports simultaneous playback of the mirrored video servers for redundancy. With the NewsPlayX, the news staff can make last minute rundown changes effortlessly. The LIVE changes in ENPS are automatically reflected on the playlist.

CRISPIN's NewsPlayX works with most newsroom systems, including ENPS, AvStar, iNews, NewStar, as well as others. Crispin Corporation offers a full line of broadcast automation systems from single station to multiple station operations with centralized control.

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#### **ABOUT THE COMPANIES:**

**CRISPIN** - Founded in 1997, CRISPIN Corporation is a leading provider of high-quality TV automation and media asset management solutions to the broadcasting, telecommunications, cable, educational and Internet industries. Based in Raleigh, NC, CRISPIN offers automation solutions to over 300 broadcast facilities worldwide from simple operating systems to total facility automation, including news, archiving, databasing, centralizing control, and multiple device control. More information about CRISPIN is available on [www.crispincorp.com](http://www.crispincorp.com) or call 919-845-7744.

**National Geographic Channel** Based at National Geographic Society headquarters in Washington, D.C., the National Geographic Channel is a joint venture between National Geographic Television and Film and Fox Cable Networks Group. National Geographic Channel debuted to an initial 10 million homes in January 2001, and is one of only four new networks to ever surpass 20 million subscribing homes within its first year. The Channel already has carriage with all but one of the nation's most significant cable and satellite television providers, making it currently available to more than 41.5 million homes. For more information, please visit [www.nationalgeographic.com/channel](http://www.nationalgeographic.com/channel).

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For More Information:	<i>Alan DeVaney</i> President, CRISPIN 919-845-7744	<i>Jim Peacher</i> VP, Sales 831-626-0411	Ben Kretchmar Director of Technical Operations, National Geographic Channel 202-912-6580, <a href="mailto:bkretchmar@natgeochannel.com">bkretchmar@natgeochannel.com</a>
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