



PRESS RELEASE

CRISPIN CORPORATION

“ A Modular Approach ”

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The primary function of television automation is execution of schedules. The on-air schedule, lists for automatic recording of satellite feeds, and newsroom rundowns being the key examples. These must be executed with precision to deliver the assigned materials to air without interruption. At Crispin we take a modular approach by providing software applications that perform specific functions within the system. We first define the overall system by identifying each of the various tasks or processes that make up a facility's operation and then provide software modules to assist facility personnel in operating their plant. The net result is a more comprehensive, totally integrated, reliable, mission critical solution.

In order to achieve our goal we must ensure that our automation system not only performs reliably, but also is very simple and logical to operate. Crispin has placed nearly 300 systems throughout Canada, Mexico, South America, and the US over the past 5 years. This has been done with minimal on site support and a customer service department a fraction the size of many of our competitors. We have been able to achieve this by first clearly understanding the customer's requirement, then providing a software solution that is well documented and logical to operate.

By having a clearly defined, modular approach, Crispin provides total solutions for each requirement from the entry level system, running basic modules directly on the video server, to complete multi-channel facility automation requiring unattended satellite record and advanced archival of assets. We have a MOS protocol newsroom interface, multi-channel centralization architecture, and we even have a VideoKiosk application that can provide direct interaction with the audience.

Our philosophy is not to change or customize each station, but to provide each customer with the means to configure the system to their specific requirements. Our software is simple to operate without giving up important features and benefits. The modular approach makes field upgrades simple and trouble free. A major benefit to Crispin's modular approach is the ease of upgrading and expanding the system. The system can be expanded without interruption to the daily operation.

Our approach to facility automation design recognizes that equipment will fail. Layers of redundancy are built into the system and configured for each facility. We even offer the option to operate our systems with or without a common database. The AssetBase2000 database may be taken out of service and real-time event control will continue. The system has extensive logging throughout, enabling customer service engineers to re-create and resolve reported anomalies quickly.

The combined effect of increasing competition, commoditization, product obsolescence, and faster access to information drives prices downward. Crispin offers a greater range of scalability, more performance and greater reliability, for less money than our competitors, by staying focused on keeping your system simple, straightforward and functional.

Our customers are strategic partners. We acknowledge that our customers have provided considerable input toward designing the features in each application. We develop our applications according to their real-world needs and provide them the best customer service in the business.

At Crispin, customer loyalty is our strength and customer satisfaction is our creed.

