

PRESS RELEASE – for immediate publication

VidiGo® Taps Industry Expert LJK Consult, LLC® as Exclusive Dealer to Open Southern California Market for VidiGo Graphics

Amsterdam (Netherlands) / Los Angeles (U.S.A.), March 4th, 2010 - VidiGo, developer of smart software products for creating and managing broadcast quality TV content easily, announces the engagement of technology consulting firm LJK Consult, LLC as exclusive reseller in Southern California for its VidiGo Graphics® software application. LJK Consult, LLC will be representing the VidiGo Graphics product line to the TV broadcasting community.

VidiGo, headquartered in Amsterdam, develops smart software products for the broadcast industry since 2004. With an impressive line of products that automate the complete workflow of professional TV production, VidiGo will first launch VidiGo Graphics on the US market, officially during the upcoming NAB Show 2010. This software product will definitely cause a revolution in the American market thanks to its innovative Flash-based broadcast graphics and PC screen capture features.

Traditional broadcast graphics will more and more be replaced by Adobe Flash® graphics. The ease-of-use of Flash, their superb authoring environment and the widespread community of Flash developers make it a logical step to use Flash in the broadcast industry. VidiGo Graphics enables the use of Flash and converts it to broadcast quality HD streams.

With a SDI video card which can be easily installed into Windows®-based computers, VidiGo Graphics can select any on screen area of PC content – from Flash, YouTube, Skype to PowerPoint – containing still or motion graphics and put these to air in just one click. Again, all in broadcast HD quality.

LJK Consult, LLC provides facility design and systems integration services for clients in the broadcasting, film production and post production markets, including the new Oprah Winfrey Network. The CEO and founder is Lowell Kay, who brings more than 17 years of media industry experience to the VidiGo engagement. "Lowell's combined expertise in technology, systems integration and sales makes him a perfect representative for us in the media centric Southern California market," said Mike Skibra of VidiGo. "We are excited to engage someone so thoroughly qualified in all aspects of digital workflow."

"California is a great marketplace for VidiGo Graphics because of the preponderance of live broadcast venues here like concerts and sporting events," remarked Kay. "This solution enables broadcasters to grab any content from the web and PC and deliver it to a live HD switch with full keying function. The system's SDI card scales the video and syncs it on the output. It is all quick and effortless."

About VidiGo

VidiGo is the world's leading developer of innovative and smart software for creating and managing broadcast quality TV content. VidiGo's products provide all components a TV station needs – from ingest and asset management to live TV production and play-out. VidiGo's solutions are designed so that everyone – from the creative designer and technician to the producer – can plan, design and produce TV easily, quickly and cost-effectively. Please visit www.vidigo.tv for more information.

VidiGo, smart software for TV production.

Please feel welcome at our booth in the South Lower Hall, SL8829. For a product demo. For a personal meeting. Or for our famous Dutch Heineken beers ... to celebrate together our introduction in the American market.

For additional information please contact:

VidiGo

Headquarter, Amsterdam, The Netherlands

Hans Krouwels

CEO VidiGo

+ 31 20 8200 611

hans.krouwels@vidigo.tv

US Sales & Marketing office, Las Vegas, U.S.A.

Mike Skibra

Sales Director

+1 702 275 6353

mike.skibra@vidigo.tv

www.vidigo.tv

Press archive VidiGo: www.vidigo.tv/press

LJK Consult, LLC

Lowell Kay

CEO LJK Consult, LLC

+1 323 896 7541

lowell@ljkconsult.com