

**See BroadView Software at NAB2005, Booth C6217**

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**For Immediate Release**

## **BroadView Software to Demonstrate Advanced Features for Traffic and Programming System at NAB2005**

**TORONTO — Feb. 17, 2005** — BroadView Software Inc. today announced major enhancements to its integrated traffic and programming software. Included in the new release, which will have its first public demonstration at NAB2005 in Las Vegas, will be advanced secondary event management, detailed library management, robust avails analysis functions, and a sales data warehouse. Taken together with the already fully-integrated functionality, the complete BroadView Traffic & Programming system emerges as an extremely powerful and flexible system that is easy to use while providing extensive management and reporting capabilities.

The BroadView Traffic & Programming system is a completely integrated modular system that addresses the needs of any size broadcast or cable operation from single-channel to large multichannel operations. Modules are available for traffic, programming, media, and sales. These can function in combination or stand alone to meet the individual needs of any broadcast operation.

The new secondary event management feature allows the user to create “styles” or rules for managing secondary events, and then once set up, the styles can be re-used, saving time for the traffic manager and reducing errors. The new library management and asset management feature gives facilities an integrated means of tracking their library materials so they can easily locate any tape at any time. The always up-to-date avail analysis tool gives salespeople an easy means of seeing the available ad space that can be sold, while the sales analysis tool gives power users the ability to quickly pull and analyze historical sales information through a data mining process.

*More...*

By providing full integration of information between every aspect of an operation, the BroadView system saves time and resources just through eliminating the need to enter data multiple times. The ability to output information to master control/automation systems, Web sites, and program guides saves time and improves accuracy. The ability to use BroadView from anywhere over local area networks, corporate WANs, or the Internet provides user convenience, improves timeliness, and reduces cost.

“The BroadView Traffic & Programming system was designed as one integrated system from the start and that gives it a lot of performance and feature advantages over other systems available,” said Michael Atkin, president of BroadView Software. “The competitiveness of today’s television industry means that operations have to find new efficiencies to gain or keep an edge over their competition. BroadView helps its customers get that.”

Built around a leading SQL database, the BroadView architecture uses the latest in technology and connectivity options. BroadView is a true, three-tiered, client/server implementation. For customers this means an extremely high-performance, robust application that scales to any size organization and more importantly, enables access from anywhere in the world using relatively low-bandwidth Internet connections and corporate WAN environments.

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#### **About BroadView Software**

BroadView Software Inc. is a leading North American software developer that has specialized in broadcast information management solutions for over a decade. Its products provide television stations with an integrated solution to meet all their needs in program acquisitions, ad sales, program scheduling, traffic, master control automation interfacing, and reporting. Its flexibility and history of providing customizations and enhancements for customers have made BroadView a leader in its field. BroadView’s innovative, fully integrated approach results in substantial savings in staff time, which translates directly into ongoing operational benefits, month after month. BroadView customers range from single-channel commercial and public broadcasters to cable networks and large multichannel broadcasters. For more information, please visit <http://www.BroadViewSoftware.com>.

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