



BroadView and Harris Fully Integrate Traffic and Automation Software for Television Broadcasters

TORONTO and CINCINNATI – May 14, 2004 – BroadView Software Inc. and Harris Corporation's (NYSE:HRS) Broadcast Communications Division announced today that their respective broadcast software products can now be integrated together seamlessly.

The two companies are leveraging the knowledge gained from their existing common customers to create a highly advanced combination that will improve efficiency for television broadcasters.

“BroadView is thrilled to join with Harris to meet the needs of all types of television broadcasters. Our traffic, scheduling and complex rights management capabilities when combined with tight automation integration provide significantly improved efficiency and accuracy to broadcasters,” said Michael Atkin, President of BroadView Software.

Brian Lay, Director of Product Marketing, Harris Automation Solutions added, “Harris’ automation solutions allow broadcasters to control all types of new and legacy equipment including VTRs, video servers, routers, master control switchers, cart machines, character generators, logo inserters, etc. Our technology is extremely flexible.”

The integration includes the ability for each system to read from the other’s database. This linkage enables much greater functionality than most other combinations of television traffic systems and automation systems. In addition to the base playlist functionality, the integration between the two software systems allows for advanced features such as:

- Transferring media information such as ingestion lists, house numbers, titles and cut numbers and durations from BroadView to Harris;
- Using Harris software tools to make frame-accurate changes and corrections to media timing and information and then having these changes automatically and seamlessly flow back to the traffic logs in BroadView to ensure accuracy prior to air;

- Transferring the "As Run" (a listing of what actually went to air) from the Harris automation system back to the BroadView traffic system for reconciling to the original schedule.

The BroadView and Harris integrated system is available immediately for television broadcast scenarios of all types.

About Harris Corporation

Harris Broadcast Communications Division is one of five divisions within Harris Corporation, an international communications equipment company focused on providing *assured communication*™ solutions for government and commercial customers in more than 150 countries. One of the world's leading suppliers of broadcast technology, Harris Broadcast Communication Division offers a full range of solutions that support the digital delivery, automation and management of audio, video and data. For more information, visit www.broadcast.harris.com.

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 also means substantial savings in staff time, which translates directly into ongoing operational benefits, month after month. For more information, please visit: <http://www.BroadViewSoftware.com>.

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