

For Immediate Release

OmniBus and BroadView Join Forces to Integrate Traffic and Automation

Solution Addresses Needs of PBS Member Stations

TORONTO and DENVER — February 26, 2004 — BroadView Software Inc. and OmniBus Systems Inc. today announced that they have completed work on a project to integrate the capabilities of their broadcast software products for PBS member stations, as part of a larger mutual support agreement.

The solution tightly integrates BroadView's broadcast management software with OmniBus automation and asset management solutions, allowing traffic and automation systems to interact seamlessly, thus boosting the efficiency of television broadcast operations.

The integrated BroadView and OmniBus solution allows station personnel to complete their scheduling and traffic tasks in BroadView and then export air schedules directly to OmniBus' automation software for playout. The OmniBus software automatically recognizes new schedules from BroadView without operator intervention. This feature reduces both workload and the probability of errors caused by last-minute changes.

Demonstrating their combined capabilities, BroadView and OmniBus have already completed several months of work to implement an integrated solution for PBS member stations across the country. A pilot system is currently running at PBS headquarters in Alexandria, Va.

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“The newly developed interface allows any PBS member station to take advantage of this integration without concern about the traditional delays and challenges of interfacing traffic and automation systems,” said Mike Oldham, CEO at OmniBus Systems Inc. “The same benefits apply to commercial television broadcasters.”

This integrated solution also means that content metadata can be imported to BroadView from OmniBus as soon as new media is ingested. BroadView can also import as-run logs from OmniBus to reconcile air schedules.

“The integration of these two industry-leading vendors’ products is a major step toward simplifying operations and improving efficiency for television broadcasters,” said Michael Atkin, president of BroadView Software.

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About OmniBus Systems

OmniBus Systems Inc. is a wholly owned subsidiary of OmniBus Systems, Ltd. OmniBus provides broadcasters worldwide with comprehensive automation and asset management solutions that address every area of a television facility and deliver wide-ranging customer benefits and cost savings across the full spectrum of operational processes. OmniBus Systems, Ltd. is a worldwide company with headquarters in the UK and offices in Germany, Asia, and the United States. More information is available at www.omnibus.tv.

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 help 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 it a leader in the 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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