



## **BroadView and Sundance Digital Work Together To Integrate Their Software Systems for Television Broadcasters**

**TORONTO and IRVING – April 8, 2004** – BroadView Software Inc., a leading provider of television traffic and programming software, and Sundance Digital Inc., a leading supplier of high-performance broadcast automation systems, have jointly announced an alliance to provide integrated software solutions to their common customers.

The combined BroadView-Sundance solution will permit television broadcasters of all types to ensure their BroadView produced traffic logs are fully integrated with the Sundance automation system to accurately air programming and interstitials. Clients using the combination will benefit from bi-directional data exchange, automation macro commands imbedded within the traffic log, and Sundance's ability to perform a virtually unlimited number of secondary (offset) events for any playlist element.

BroadView is an integrated programming and traffic system that is easy to use, Windows-based, and provides everything a station needs to manage their program acquisitions, scheduling and interstitial and ad traffic avails. Similarly, Sundance Digital offers a range of affordable packages to automate broadcast transmission and newsroom operations, including Titan™, FastBreak™ Automation or Spot Play, and NewsLink™, plus Sundance Seeker™, a digital asset management solution.

"BroadView is excited to add another automation partner to its list. We already have common customers with Sundance and have worked together before. We look forward to helping our combined customer base with their broadcast challenges," said Michael Atkin, president of BroadView Software.

"Sundance is pleased to join forces with BroadView to offer a seamlessly integrated workflow between station traffic and on-air operations," stated Robert C. Johnson, president of Sundance Digital. "As the leading automation provider to the public broadcasting sector, our relationship will be of particular interest," added Johnson.

BroadView and Sundance integrated systems are available immediately for television broadcasting environments of all types.

### **About Sundance Digital**

Sundance Digital, Inc., established in 1994 and located in the metropolitan Dallas, TX area, is an award-winning provider of high-performance television automation solutions. Sundance Digital has a strong commitment to technology, deep roots in all aspects of television, and is highly customer focused. Technical support is available "live" on a 24 x 7 basis from a team of highly skilled, broadcast-trained engineers. Additional information about Sundance products is available at [www.SundanceDigital.com](http://www.SundanceDigital.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>.

### **For further information, please contact:**

Arthur Drevnig, P. Eng.  
BroadView Software Inc.  
[Arthur@BroadViewSoftware.com](mailto:Arthur@BroadViewSoftware.com)  
416-778-0623 x233 (phone)

Steve Krant, VP, Sales & Marketing  
Sundance Digital, Inc.  
[Sales@SunDig.com](mailto:Sales@SunDig.com)  
972-444-8442 x102 (phone)

For additional information,  
[www.BroadViewSoftware.com](http://www.BroadViewSoftware.com)

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