



FOR IMMEDIATE RELEASE

Media Contact:

Jennifer Tolkachev
JKT Communications, Inc.
(949) 929-2497
jen@jktcommunications.com

LVI GLOBAL SELECTS TERESIS ONLINE™ FOR IN-HOUSE VIDEO PRODUCTION

Non-Technical Staff at Post-Graduate Dental Institution Employs Same Technologies Used by the Entertainment Industry to Produce Educational Videos

SANTA ANA, Calif., June 17, 2008 – Teresis Media Management Inc., the leading provider of digital video workflow and asset management technologies, today announced that its flagship solution, Teresis Online™, was selected by LVI Global (LVI) for in-house video production. Teresis' online monthly subscription service is helping LVI streamline and more efficiently and affordably manage its video production processes.

As a leader in post-graduate dental education, LVI provides dentists with clinical and practice management continuing education. LVI provides dentists with products and seminars that are designed to improve their clinical skills, enhance their businesses and ensure that they provide the best oral health care possible for their patients. The use of rich media is imperative to the learning process, and LVI strives to produce the highest quality in educational videos for dentistry.

LVI's instructors produce and edit their own instructional videos. In the past, these dentists were required to make extremely tedious, and more often than not, inaccurate pen and paper edit decision lists. The LVI faculty needed a way to easily edit their own video footage without access to an editing bay and without being tied down to editing at a specific location.

In order to improve its editing and production processes, LVI subscribed to Teresis Online™, the first and only completely Internet-based video production asset management solution. Although it is mostly used by the entertainment and broadcast industries, Teresis recently announced it has expanded its offering to provide a “corporate production facility” class of service. Teresis Online™ has a user-friendly interface that helps even non-technical staff to log, transcribe, edit, repurpose, distribute and archive video content all in-house on a MAC or PC.

“Teresis worked closely with us to develop a customized solution that fits our budget and allows us to create our own unique offline clips, using a software solution instead of the normally integrated hardware compression,” said LVI’s Director of IT and Multimedia, Jonathan Haggard. “We are now able to easily transfer and edit video electronically, creating a tapeless workflow that is fast and efficient.”

Teresis Online™ enables editors to use different editing platforms, including Avid and Final Cut Pro, with the same online content and without re-capturing media. LVI educators can make their edits faster and get a preview of what the final cuts might look like. Streamlining the production processes, Teresis gives LVI faculty the flexibility of working on multiple projects simultaneously from their own desktops, while the online editing station is used to finalize those projects on a content prioritized timeline.

According to the LVI team, one of the greatest benefits of using Teresis Online™ is that they can work on their projects from anywhere at anytime. The offline video editing feature gives the instructors the ability to edit from any comfortable environment of their choosing, whether they are waiting for a flight, sitting in a coffee shop or relaxing at home.

“I think the class of service that Teresis can provide to corporate level video production facilities could be invaluable,” added Haggard. “The scene editor is quite simple to use and is easy for a non-technical user who has never edited video before to learn with minimal effort. Essentially, it can turn any corporate employee that is involved with the concept of a project into the chief editor for their vision.”

Teresis Online™ is affordable and accessible to corporate customers of any size and in a wide variety of industries. To become a Teresis Online™ subscriber, please contact (310) 595-4236 or sales@teresis.com.

About Teresis

Teresis Media Management Inc. is the leading provider of tapeless automation, digital workflow, archiving and asset management technologies for businesses of all sizes and in any industry. Its Teresis Online™ subscription service is a browser-based platform of tools that enables users to create scripts and storyboards, and digitize, log, transcribe, search, annotate, and edit footage collaboratively and remotely using a MAC or PC.

As part of its overall vision and strategy, Teresis bridges the gap in film and video production between camera and distribution by completing the supply chain between content creators and new emerging distribution channels in the Video-On-Demand (VOD) marketplace. Its patent-pending technology offers the ability to reduce costs and time to market, diversify products, repurpose assets, and generate new revenue streams. For additional information about Teresis, please visit www.teresis.com.

#