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WGBH Successfully Demonstrates Asset Management Reference Architecture Solution

BOSTON - WGBH successfully demonstrated the first end-to-end asset management reference architecture solution for high bandwidth media at an Asset Management Symposium held at the Boston public broadcaster's studios on September 26 and 27. The demonstration marked the completion of the first phase of the reference architecture initiative to prototype a digital asset management environment that supports media production.

WGBH's technology partners in this initiative - Sun Microsystems, Artesia Technologies and Sony Electronics' Inc.- were on hand to watch as the concepts behind the reference architecture blueprint, which up to that point had been theoretical block diagrams, were proven in a live demonstration. Audience members also included representatives from PBS stations from across the country, the Corporation for Public Broadcasting (CPB), Harvard University, Cornell University, the University of Michigan, and the Boston Public Library.

During the reference architecture demonstration, footage of the Symposium audience was recorded using a Sony DVCAM camera, and ingested into the hierarchical storage management repository. A number of scenes were automatically logged using one of many commercial logging tools; the database was searched using WGBH's Metadata Model; and the video was retrieved to a personal computer desktop. The audience witnessed how an individual can search and retrieve assets using a web browser, as well as the ability for an enterprise to store and preserve its rich media assets. This reference architecture will eventually allow content to be created once and distributed to any platform to meet all current and future business models, thus realizing the maximum value of the editorial content broadcasters like WGBH create and acquire.

"For me, it was comparable to the experience I had in 1984, when I witnessed a demonstration of a computer-based video editing system, later to be called an 'Avid'," says WGBH Vice President and Chief Technology Officer David Liroff. "On both occasions I left lightheaded, sensing that I had glimpsed the future."

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WGBH Asset Management Symposium/ page 2 of 3

Using Artesia Technologies' TEAMS and the Sun(TM) Open Net Environment (Sun ONE) framework, this reference architecture blueprint will provide networks and television stations the complete recipe for a proven, open, standards-based, end-to-end digital asset management platform. Without it, individual television stations and networks could spend a large portion of their budgets on consulting services that would duplicate the efforts embodied in the reference architecture.

In conjunction with WGBH's Digital Asset Management (DAM) initiative, WGBH is administering the Corporation for Public Broadcasting's Metadata Dictionary Project. The goal of the project is to develop a compliance strategy for program distributors, and vendors of hardware and software to the public radio and television broadcasting systems, to facilitate the distribution of content within multi-platform environments.

Presenters at the Symposium also spoke of the need to align other major initiatives within public broadcasting with the DAM architecture, such as the PBS Interconnection Project, Constituent Relationship Management, and Distance Learning.

About WGBH

WGBH informs, inspires, and entertains millions through WGBH 2, WGBH 44, and WGBH 89.7 in Boston; WCAI 90.1 and WNAN 91.1, serving Cape Cod and the Islands; WGBY 57 in Springfield; and wgbh.org. All rely on the generosity of public support. WGBH is the leading producer of PBS prime-time programs and online content, a major producer for public radio, and a pioneer in educational multimedia (including the Web, broadband, and interactive television) and in technologies and services that make media accessible for people with disabilities. WGBH has been recognized with hundreds of honors: Emmys, Peabodys, duPont-Columbia Awards...even two Oscars. In 2002, WGBH was honored with a special institutional Peabody Award for 50 years of excellence. For more information visit www.wgbh.org

About Sun Microsystems

Since its inception in 1982, a singular vision -- The Network Is The Computer(TM) -- has propelled Sun Microsystems, Inc. (Nasdaq: SUNW), to its position as a leading provider of industrial-strength hardware, software and services that power the Internet and allow companies worldwide to take their businesses to the nth. Sun can be found in more than 170 countries and on the World Wide Web at <http://sun.com>. Sun, Sun Microsystems, the Sun logo, and The Network is the Computer are the trademarks or registered trademarks of Sun Microsystems, Inc., in the US and other countries.

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About Artesia Technologies

Artesia Technologies is the market leader in enterprise Digital Asset Management (DAM). Artesia's core product, TEAMS, enables organizations to capture, manage and dynamically re-express valuable rich-media assets - video, audio, images, graphics and text - and leverage them to exploit new business opportunities. In addition, TEAMS' open API and support for industry standards such as Java, CORBA, SCORM and XML enable the creation of enterprise-scale solutions. Artesia's blue ribbon customers include thought leaders as impressive and diverse as WGBH, AOL Time Warner, General Motors, Random House, Herman Miller, National SemiConductor and many more. Artesia is a recipient o numerous awards including the 2001 Product of the Year Award from Transform Magazine, the prestigious Crossroads A-List Award for two consecutive years and recently recognized a second time by the Seybold Report on Internet Publishing with the editor's semi-annual "Hot Pick" award. For additional information on Artesia Technologies, visit www.artesia.com.

About Sony Electronics' Business Solutions and Systems Company

Sony Electronics' Business and Solutions and Systems Company provides advanced products and systems for a variety of professional markets, including production, corporate, industrial, government, security, medical and education. Sony offers a variety of digital products and systems designed to facilitate the transition to digital technologies and the emerging broadband network era. Sony products, systems and services include those for broadcast acquisition, production, storage, data management, system integration, digital imaging, digital printing, large and small venue display, and projection needs.

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