

PIXBOX USED TO WEBCAST NASCAR-WINSTON CUP AWARDS

“Really Simple, Easy-to-Use.”

—PETER SCOTT @ Turner/NASCAR.COM

NEW YORK CITY – Creation Technologies’ new product, the PiBox, was used recently to provide live and video-on-demand internet coverage of the Annual NASCAR/Winston Cup Award Ceremonies from the Waldorf=Astoria Hotel in New York City.

Turner/NASCAR.com Senior Producer/Director Peter Scott had a PiBox set up in the Audio/Video department of the hotel where live camera feeds and audio from three floors away in the hotel were routed into the PiBox.



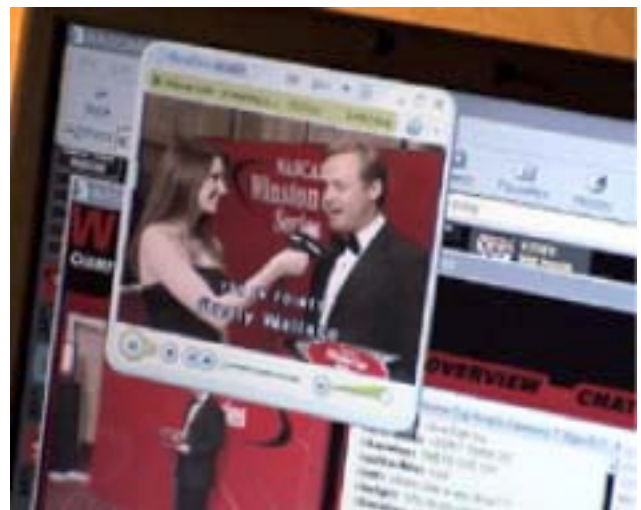
Turner/NASCAR.com Senior Producer/Director Peter Scott gives camera direction during a recent NASCAR/Winston Cup Awards Webcast using the PiBox.

The PiBox is a revolutionary TV production tool that replaces the essential functions of traditional television remote truck. Multiple camera images and audio can be monitored and switched and/or mixed into a finished TV program, live, on-the-spot.

The output from the PiBox may be simultaneously fed to a satellite, recorded on a video recorder and encoded and fed onto the world wide

web for viewing at the same moment and later for viewing as video-on-demand.

While the TNT channel was telecasting the live event, the Turner/NASCAR PiBox unit was providing behind the scenes coverage including interviews with the top ten NASCAR drivers, including this year’s big money winner Jeff Gordon.



NASCAR Winning Driver Rusty Wallace is interviewed backstage live on the Internet through the PiBox at the NASCAR/Winston Cup Awards Ceremonies.

Los Angeles Video Engineer Mark Scott air-shipped the PiBox to New York where he added Sony cameras from broadcast rental leader Bexel’s NY office. Canon cameras brought from Turner/NASCAR headquarters in Atlanta augmented the coverage.

“It’s really good. It’s really simple, easy. It gives us a lot of options.” said Turner/NASCAR Senior Producer/Director Peter Scott when asked about use of the PiBox in webcasting.

For more information, go to www.pixbox.tv or send an e-mail to edudkows@pacbell.net. Or call Timothy Scott, National Sales Manager, Creation Technologies at 818/613-2528.