



**News Release  
For Immediate Release**

**ODETICS CONTENT MANAGEMENT SYSTEM ON AIR GLOBALLY  
ADDITIONAL INSTALLATIONS ROLLING-OUT IN NORTH AMERICA**

*Anaheim, Calif., March 15, 2000* – Odetics Broadcast, a leader in on-air automation and facility management solutions, today announced the next stage in the planned roll-out of its Roswell™ Facility Management System with installations at several North American broadcast operations planned for shortly after NAB2000 (the National Association of Broadcasters) Conference. The Roswell system is currently on air at other stations around the globe, providing broadcasters the ability to automate the management of the entire facility while offering an efficient migration path to Digital Television (DTV).

Roswell is now operating at six cable and satellite programming stations, including Adelphia Communications in the United States, Pramer in Buenos Aires, Cosmos in Macau and Telefonica in Spain, among others. The second phase of the roll-out is the April implementation at major and mid-market call-letter television stations with full on-air operations expected by mid-May. Several large networks and station groups are expected to be on-air with Roswell by the end of this year completing the launch program, according to Steven L'Heureux, Odetics Broadcast vice president of sales and marketing.

**Users Define Total Broadcast Management Needs**

The Roswell system provides enterprise-wide broadcast integration across the facility to reduce costs while streamlining operations. John Monaghan, regional programming manager for Adelphia Communications in Southern California, said, "We are aggressively building what we hope will be one of the most advanced cable systems in the country. We chose Roswell because it manages all our other hardware and can keep track of every bit of footage in the plant. Odetics was the only supplier who could meet this tough criteria."

Javier Izquierdo, engineering manager of Telefonica Servicios Audiovisuales said, "Odetics was chosen as the supplier of our automation system because the company understands the sophisticated concepts that are essential in the development of this kind of integrated system. The need to manage, store and find digital content anywhere in the broadcast enterprise is just around the corner. We want to be a leader in this kind of integration. It's why we selected Roswell and why we chose to work with a company like Odetics."

**Total Facility Management for the Internet Age**

Roswell automates the acquisition, manipulation, on-air presentation and management of all broadcast content and associated metadata. It supports both digital and analog systems, aiding the transition to DTV and protecting a broadcaster's current investment in their analog infrastructure.

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The system also opens the way for broadcasters who intend to access video, audio and data from any source and in various formats. This includes Intranet resources or the Internet combined with traditional tape and disk storage mediums.

Odetics' L'Heureux said, "The broadcast industry is looking for total enterprise content management and delivery. To be profitable in this dynamic market environment, broadcasters need to make strategic choices that allow them to develop new revenue streams from digital distribution while also reducing the cost of traditional broadcast on-air operations.

"Today's automation solutions simply do not measure up to all of the demands of digital content management and delivery. We invested a great deal of time listening to our customers and coming to this understanding before creating the first engineering drawing for Roswell, then we invested over four years in the development of a system to meet these expectations."

Roswell is built on accepted industry-standards to ensure smooth facility integration and system reliability. Based on an Oracle® Relational Database and Microsoft® Windows™ NT operating system, its open architecture enables scalability for multi-channel broadcasting, datacasting and Internet streaming video delivery, also known as Webcasting.

Odetics has a track record of engineering advanced technology into reliable, long-term solutions that deliver a significant return on investment. Following in this manner, Roswell is a facility management system that allows broadcasters to manage the content workflow of the entire facility, reducing overhead and streamlining operations. For example, the Bowser visual asset management option integrates production, operations and business functions so that users can easily and affordably search an entire video library from any PC within the enterprise. The Bowser Internet Gateway offers broadcasters a portal into new revenue opportunities afforded by streaming video over the Internet.

#### **About Odetics Broadcast**

Odetics Broadcast markets and develops content management and delivery solutions and has systems installed at 550 broadcast stations in 40 countries. Its Emmy Award-winning product design and de facto industry-standard technologies enable reliable on-air presentation and complete facility automation while reducing administration costs. Odetics Broadcast is a wholly owned subsidiary of Odetics, Inc. (NASDAQ: ODETA and ODETB), a leading supplier of technology for the broadcast, video security, telecommunications and intelligent traffic solutions markets. Both Odetics and Odetics Broadcast are headquartered in Anaheim, Calif., with offices in Asia and Europe. Additional information is available at [www.odetics.com/broadcast](http://www.odetics.com/broadcast).

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**IMPORTANT NOTICE:** This release contains statements, which may be deemed to be forward looking. Actual results could differ materially from those projected in the forward-looking statements as a result of risk factors such as: short product lives, technological shifts, current technical issues that cannot be resolved on a timely basis, component availability, competition (including new and directly competitive products from others), pricing pressures, incorrect assumptions regarding market demand, and the significant uncertainty of market acceptance of new products by both distributors and end-user customers. Investors are strongly encouraged to review the risk factors set forth in Odetics, Inc.'s Annual Report for the fiscal year ended March 31, 1999 on Form 10-K and Quarterly Report for the quarter ended December 31, 1999 on Form 10-Q filed with the SEC.

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