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Daytona 500 Brought to American Television with FOX Sports Using AJA Video's KONA 2 for NASCAR broadcasts

Grass Valley, CA: February 25, 2005: AJA today announced that KONA 2 is helping to bring NASCAR® car racing to American television viewers beginning with the Daytona 500® on February 20. Following on the heels of the professional football, basketball, and baseball, this is the fourth significant sport being broadcast by FOX using AJA's KONA 2 for editing on the G5 with Final Cut Pro HD. The KONA 2 system will be in use by FOX for broadcasting the NASCAR races this 2005-2006 season.

As soon as the Super Bowl game was over, FOX installed an Apple G5 system complete with Final Cut Pro HD and AJA's KONA 2 in a production truck in Daytona. Once the system was up and running, they worked on pieces for the Gatorade® races, as well as pieces that were seen during the Daytona 500. One of the projects they worked on last week was a short feature on last year's Nascar Nextel Cup Series 2004® Champion, Kurt Busch.

"We've turned what's essentially an edit device into a tool for live television, and we put it into use at the most demanding levels," said Jerry Steinberg, Vice President, Field Operations, FOX Sports. "Events like the Super Bowl, the World Series, and NASCAR require things to work right under the most challenging conditions."

During the Daytona 500, editors quickly pulled live shots, edited the different angles, and put them together for bumpers and teases using the KONA 2 system, which was also used to ingest material from various tape sources. The open and tease were pre-recorded and sent to an EVS Digital Disk Recorder (DDR) for instant replay. As in the Super Bowl and World Series, the 720p HD video and AES audio were captured directly from a router in the Final Cut Pro HD system, and sent out through the KONA 2 card back to the router into the EVS DDRs. From there, it went directly to the switcher and then directly to the air.

"It's quite significant how quickly the Apple G5 / KONA 2 system has become the standard for advanced editing functionality in HD mobile trucks and during critical, live broadcast events in the field," expressed Ted Schilowitz, Worldwide Product Manager for Desktop Video Engines at AJA. "It's only been about six months since FOX first contacted us about a system for editing

the post-season baseball games, and from there, the Final Cut Pro HD / KONA 2 Systems went on to the World Series, Super Bowl, Daytona 500 and now all the Fox Nascar HD Broadcasts of the season. The reliability of the AJA hardware in combination with the power of Final Cut Pro HD and the G5 are really proving themselves at the highest levels of broadcast television, and it's really exciting for us to be a part of it."

About AJA Video Systems, Inc.

Since 1993, AJA Video has been a leading manufacturer of SDI and HD-SDI video interface and conversion solutions, bringing high-quality, cost-effective digital video products to the professional broadcast and post production markets. AJA offers Io (the "ultimate" capture box), SDI and HD-SDI QuickTime PCI capture cards, miniature stand-alone converters, and a complete line of rack mount interface and conversion cards and frames. With headquarters located in Grass Valley, California, AJA Video designs and manufactures all of its products in the USA, with an extensive sales channel of dealers and systems integrators around the world. For further information, please see our website at www.aja.com.