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**For Immediate Release**

**BUF Technology  
NAB 2004 Booth SU9539**

**San Diego, CA – January 29, 2004** – The past decade has proven BUF Technology as a leading producer of the industry's most reliable and user friendly control systems for videotape recorders, video servers, and routing switchers. This year, BUF enters the disk based recording field with their new "Sport" Integrated Replay System, a miniature full-featured video server built into a high performance control panel. Requiring minimal space and budget, Sport adds slow motion instant replay capability to any existing mobile or permanent installation. While, Sport's design is optimized for live replay and highlights applications, it has proven useful in many short-term recording and playback applications.

The evolution of Sport began in late 2001 when BUF set out to design a compact, powerful, affordable, and simple to use disk based instant replay system. During NAB2002, with Sport as a technology concept, BUF's design team gathered input from the industry's instant replay professionals. At NAB2003, the design team interviewed many operators and engineers regarding Sport's various systems aspects. Details such as human interface, record format and capacity, electrical interface were examined thoroughly, resulting in a decision to completely rethink Sport's operating characteristics. This resulted in a more optimized design while maintaining easy to use operations reducing the possibility of operator errors.

This year, at NAB2004, Sport will make its new product debut as an affordable replay system requiring only minutes to install using very little console space and no rack space. No breakout cables are needed. Connections for video reference, video input and output, and full size XLR connectors for stereo audio are directly available on the rear panel. Learned to operate in minutes, Sport gives performance equal to or better than systems costing many times more. Replays are up and ready to play instantly, and highlights, created with minimal time and effort, are ready at anytime. Hours of record time at low compression rates provide plenty of capacity with excellent picture quality. Control over picture motion follows operator action perfectly with true field-by-field slow motion. Operation is so simple that 90% of Sport's features are described on a half page of instructions rather than a time consuming manual.

Sport's first production units began shipping at the beginning of the 2003 fourth quarter. Since then, Sport user comments flow in on a weekly base:

*"I want to thank BUF Technology for building a great product. Obviously, a lot of thought has gone into the interface of the SPORT - it's very fast, incredibly intuitive, and completely reliable. And, I love that I can build a 90-second highlight package in less time than we are away for commercial! BUF, you've got a customer for life."*

*"Everyone who has seen it really like the way it operates. Even guys like you and me can use it!"*

*"It's pretty slick."*



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*"Love it. I'm saving up to get two more."*

*"Had an emergency basketball game this weekend, used Sport, and loved it. Definitely want three of them."*

*"Using it to feed replays to the sports arena big screen. The operators love it."*

*"It works flawlessly. We even use it to do replay for little one camera games."*

**About BUF Technology:**

Since 1991, BUF Technology has specialized in human interface, supplying control systems for many general purpose and custom applications. The industry turns to BUF for reliable, high performance control of videotape recorders, video servers, and routing switchers. In 2003, BUF expanded into disk based recording with 'Sport', a complete high performance instant replay system in a compact and affordable package. Widely recognized for their robust reliable long life designs with intuitive operator interfaces, BUF is best known for their superb customer service. Every major industry name along with many less known names reside on BUF's satisfied customer list because of BUF's mission to treat all customers with the same BUF excellent level of service and respect.

Whether the requirement is for a standard product to control video servers, videotape recorders, routing switchers, or a controller for gear uncontrollable by anyone else visit the BUF Technology website at [www.buftek.com](http://www.buftek.com).