



FOR IMMEDIATE RELEASE
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SYNCRO SERVICES UNVEILS ITS LATEST INNOVATION WITH AD-ID

Syncro Services is pleased to announce that its spot ordering system has been integrated with Ad-ID's database to create operational efficiencies and leadership in asset management and post-production technology.

Replacing the previous ISCI code assignment system, Web-based Ad-ID, which is jointly owned and operated by the ANA and the 4A's, enables an automated process of identifying commercial creative assets to protect the uniqueness of codes and create data consistency. With so many Syncro clients being television advertisers, this digital exchange of information between Syncro and Ad-ID minimizes error by eliminating the need to manually retype spot information multiple times throughout post-production. Furthermore, this level of integration introduces a more uniform process for identifying commercial formats. By simply adding the letter "H" as the 12th character of an asset's ID code in the Syncro system, the Ad-ID database is automatically updated, thereby alerting stations that an HD copy is available.

Many TV advertisers turn to Syncro for distribution of their HD assets. Since the number of HD-TV households is rapidly increasing, advertisers are willing to invest in HD formats, especially after making a sizable investment in television air time.

Having a commercial available in HD prevents copy from appearing cropped or distorted on HD TVs, which is relevant for brands with marketing efforts focused on visual appeal. Brand categories such as food, fashion, and cosmetics are conscious of airing distorted imagery for fear that their ad will be deemed ineffective or, worse yet, damaging to a brand's overall equity.

Currently, Syncro is unrolling its Ad-ID integration to a select handful of clients, but further innovations that build upon Ad-ID are already planned. Specifically, Syncro is looking to automate the addition of key metadata by including captioning, station information, and shipping data to each spot hosted within its digital asset management system, and sister company, WheresMyMedia.

By linking the Ad-ID database to assets hosted in WheresMyMedia, trafficking, spot performance, and accountability can become even more automated and error-proof when monitored via WheresMyMedia's reporting functions. As Ad-ID's Managing Director Harold Geller explains, "Syncro's database integration with Ad-ID will create welcome operational efficiencies for their clients."



About Syncro Services

Syncro Services has been a leader in serving the advertising and production communities for over 45 years. Known for its state-of-the-art equipment and cutting-edge technology, Syncro offers a multitude of services including media duplication and distribution, international conversions, captioning, DVD, and High Definition encoding.

About WheresMyMedia

Syncro's sister company, WheresMyMedia, delivers, hosts, and archives on-demand content on its customizable, Web-based digital asset management system. Known for its automated video-transcoding capabilities, WheresMyMedia provides an easy way for agencies, producers, and content providers to manage and repurpose digital assets.

About Ad-ID

Ad-ID is a joint venture of the American Association of Advertising Agencies (4A's) and the Association of National Advertisers (ANA). Ad-ID is a Web-based system that creates unique codes for advertising assets and is the only asset coding system authorized and supported by both these associations. Ad-ID is widely used throughout all segments of the advertising industry.