



## **North Plains Systems Unveils TeleScope OnDemand Hosted DAM Solution**

*DAM Leader Extends Product Portfolio with Cost-Effective, Fully Functional Alternative*

**NEW YORK & TORONTO -- May 12, 2008** – [North Plains Systems Corp.](#), the leading provider of video and digital asset management (VAM and DAM) solutions, today launched [TeleScope OnDemand](#), a hosted DAM solution that provides customers with a convenient, cost-effective, full-featured market alternative.

North Plains will unveil TeleScope OnDemand today at the [Henry Stewart Show, New York](#) - the premier event for DAM users.

TeleScope OnDemand is a digital asset management solution deployed in a hosted, software-as-a-service (SaaS) environment and built on the proven enterprise-scale TeleScope v8.4 platform. The solution is ideal for organizations that require a fully functional DAM solution without the need to implement an installed solution.

The hosted solution provides a wide range of benefits including no capital expenses, rapid implementation, no hardware or software maintenance, minimal involvement of IT resources, and 24x7 access from any location.

TeleScope OnDemand is ideal for Fortune 1000 marketing departments, global brand leaders, and small to mid-size businesses. It provides the breadth of a full-featured DAM system for companies or individual departments that may not have the budget to implement an installed solution.

“Adding the TeleScope OnDemand solution to our industry-leading TeleScope installed platform gives companies the broadest choices of enterprise-wide digital asset management tools available on the market,” said Hassan Kotob, President and CEO of North Plains Systems. “Organizations of all sizes have seen the value DAM provides through the management, repurposing, and distribution of their digital content. Offering the additional choice of utilizing the convenience of a hosted solution will enable more companies to take advantage of the value DAM provides.”

National Semiconductor, a leading producer of high-performance analog devices and subsystems, chose to implement TeleScope OnDemand to take advantage of the powerful features it offers in a hosted environment.

“We made the decision to shift to a hosted model to concentrate on our core competencies, but we still needed a DAM solution that provided enterprise-class functionality,” said Joseph Tensuan, Project Manager for National Semiconductor. “TeleScope OnDemand provided everything we were looking for, including powerful workflow and collaboration features, a flexible interface,

choices of additional modules that suit our unique needs, a smooth migration path to a full installed version if we choose, and North Plains' strong reputation in the marketplace. We look forward to leveraging real, tangible benefits from our new DAM solution.”

TeleScope is currently deployed as a hosted service by many North Plains' customers representing some of the largest companies in advertising, print & publishing, and media & entertainment.

North Plains' new SaaS solution draws upon other top-grade technologies, as well. Hosting services supplier [NaviSite](#) provides the reliability of an enterprise-class, 99.999-percent-uptime-guaranteed data center, using the latest [Sun Microsystems](#) hardware platforms.

“The performance and security of Sun technology paired with NaviSite's global, state-of-the-art data center, gives TeleScope OnDemand the ability to offer optimal performance, reliability and scalability to DAM customers,” said Vince Vasquez, Director of Business Development, SaaS, for Sun Microsystems.

**About North Plains Systems Corp.**

Founded in 1994, North Plains Systems Corp. is the leading provider of digital asset management solutions providing full workflow support from creation, to production, to delivery. Its pioneering technology, focus, and vision have been recognized throughout the industry and are evident in innovative products such as TeleScope Enterprise and TeleScope for Video Management. With its platform agnostic approach to managing digital assets, over 450 customers benefit from North Plains' expertise in delivering industry defining solutions for video asset management, digital media management & distribution, centralization, workflow optimization, and virtual collaboration. Customers include AOL, Boeing, Bowling Green State University, Gallaudet University, Harcourt, HarperCollins Publishers, Microsoft, Ogilvy and Mather, Playboy, Publicis Groupe, Publishers Clearing House, Rodale Inc, Sony Pictures Entertainment, Thomson Learning, The Utah Education Network, Viacom and Warner Bros. For further information please visit [www.northplains.com](http://www.northplains.com).

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