

## **Imago Group spearheads the introduction of NCast products into the Far East.**

Sunnyvale, CA- November 20th, 2008 – NCast® Corporation, the founder of Telepresentation technology, today announced that it signed a distribution agreement with a leading European Distributor, Imago Group plc. Imago is tasked with distribution of NCast's Telepresenter line of Presentation Capture and Distribution appliances to high-end resellers in Mainland China, Hong Kong and Taiwan.

"We're very pleased to have a partnership with the Imago Group," says Jeanne Schmitt, VP of Marketing at NCast. "Their strength in supporting their reseller base and the strong reputation they have in the Video Applications market sector make Imago the perfect partner for us. We are excited about this first foray into the Far Eastern market and we are confident we can grow our business in these emerging markets. Imago China with excellent local representation can assist with translation, marketing and application development".

"The NCast product range is well suited to the market requirements in China where customers are now demanding high quality cost effective products," commented Peter Nice Head of New Business at Imago Group. Imago Group's Chinese operation, based in Beijing, will introduce the NCast Telepresenter™ family of Multimedia Production Appliances, including the Telepresenter™ M3, the N-Way Server, and the new MD-1 Media Player and will initially target Training and Education applications.

A Telepresenter is a Network Appliance that includes a Capture Engine, a Media Composer/Encoder, a Streaming Server and a Digital recorder in one chassis. A Telepresenter will collect several media streams in real time, compose and digitize them, and record and/or webcast them, dramatically simplifying the creation of digital lectures, lessons, events, and productions.

### **About NCast**

NCast Corporation provides industry-leading solutions for the capture, distribution, and archiving of high-resolution, mixed media content such as rich-media presentations or annotated high-resolution graphics. NCast's 3rd-generation Telepresenter M3™ simplifies the mixing of audio, high definition (HD) video, and any high resolution RGB/DVI source into one rich-media file for webcasting or playback. The Telepresenter M3™ is used in applications such as presentation capture, live and on-demand training, telemedicine, distance learning, and podcasting. For more information, call NCast at 800-765-7718 or visit [www.ncast.com](http://www.ncast.com).

### **About Imago Group PLC**

Imago Group PLC is Europe's largest distributor of AV products, and the leader in the fast-expanding fields of video conferencing and video communications. Imago works closely with major manufacturers including Polycom, Sony, NEC, BenQ and ViewCast to develop and expand the market for their products, through innovative marketing approaches and professional sales techniques. Imago has received a number of corporate awards, including the Sunday Times/Virgin Atlantic Fast Track 100.

New markets for video communications are now the priority, and Imago has recently launched new products in the fields of IP television and video surveillance.

The company has offices in London, Manchester, Maidenhead, Scotland and Paris, as well as its headquarters in Thatcham, Berkshire.

For further information, see [www.imagogroupplc.com](http://www.imagogroupplc.com).