



**For Immediate Release
December 19, 2003**

Charlotte, NC (Autocue) – QScript innovation receives accolades and orders for Autocue.

Charlotte, NC: For Immediate Release

“I’ve never seen a new product like QScript become accepted so quickly within our industry.” Said Harn Soper, Vice President of Autocue Systems. “In a down economy and in an industry like ours where broadcasters normally plan their buying a year in advance, QScript has excited us all.”

QScript has redefined the on-air news production process, regardless of what newsroom computer system the broadcasters uses to prepare their scripts. From the first draft of a script in the NRCS rundown, all the way out to the QTV TelePrompter, QScript makes planning and on-air production truly paperless. Gone is the anxiety over late or out of order scripts. Directors can begin electronically marking up their scripts at any time while making their notes viewable to everyone down the production chain. Anchors can use the ‘personal view’ feature and electronically mark up their own scripts with ‘digital ink’ to highlight text that appears on the TelePrompter.

With its release only six months ago in Atlanta, CNN recently concluded a global license agreement with Autocue to use QScript across their entire CNN and CNN partner channels. More stations have made the leap to QScript as well. Recent adopters include Jefferson Pilot Communication stations WWBT (Richmond VA) and WBTV (Charlotte NC) and WFMJ (Youngstown OH).

The engineering community has acknowledged QScript as well. In November, at their 2003 Technical Innovation Awards banquet in the UK, the Royal Television Society gave QScript its top Innovative Application award. Chris Daubney, RTS’s Technology Committee chairman said, “Autocue impressed the judges by the way in which QScript applies leading-edge technology to a specific operational problem. It’s an elegant, ingenious solution which delivers real benefits to its users.”

How innovations like QScript come to market so quickly and with such broad acceptance is due in part to Autocue’s support of its customers as an integrated solutions provider. “If there is a gap between the automation technologies in our customer’s digital newsroom, we fill it with bespoke engineering.” Said Soper. “And we encourage our customers to day dream with us as CNN did on QScript.”

About Autocue Systems, Inc.:

Autocue Systems, Inc., is a subsidiary of the Autocue Group, the trans-national prompting, automation and broadcast technology company. It also owns: QTV, providing prompting hardware and services in New York and Los Angeles; and Quasson, a broadcast and electronics build and test facility based in the UK.

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