

**FOR IMMEDIATE RELEASE**

## **Florida Knowledge Network uses Synergy Broadcast Delivery System for Florida School Districts**

***Solution saves School District Media Centers significant time and effort by transferring broadcast quality educational programming without having to record and edit the program prior to broadcast or distribution.***

**Dallas, TX — May 15, 2008** — The [Florida Knowledge Network](#) is using Synergy Broadcast System's ([www.synergybroadcast.com](http://www.synergybroadcast.com)) [VideoCourier™ Delivery System](#) to download educational video to Florida school districts over the Internet. VideoCourier™ automates the selection, aggregation, organization and download of programming from the Florida Department of Education to local school media centers at night when bandwidth is at maximum availability. Teachers and school districts now have overnight access to broadcast quality educational video from the State without having to record the program using a VCR. This saves a significant amount of time for school media centers who would normally have to check the tape for quality, transcode it to a digital format and edit the program for classroom use. Now programs are transferred faster than realtime and can go straight into the system.

“VideoCourier is a turnkey media delivery solution that provides both hardware and software to a Media Center for conversion, storage, archiving, asset management and distribution using a variety of avenues,” according to **Chuck Jones, Executive Vice President of Synergy Broadcast Systems**. Teachers and school districts access the content using the VideoCourier web interface within the Florida Knowledge Network's web site. VideoCourier also includes software to automate the broadcast of content as well as provide video on demand over closed circuit school channels and streaming media to the desktop.

**Kim Bowman, Director, The Florida Knowledge Network** states, “The Florida Department of Education has worked with Synergy Broadcast Systems since 2001 to manage our satellite broadcast. The advent of VideoCourier is an extra bonus to help us be more responsive to our member schools.”

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Florida schools that use media systems other than Synergy Broadcast Systems can still benefit from this service with VideoCourier Gateway to manage their downloads and then transfer the content to their local system.

**Al Shilling, Assistant Director of Emerging Technologies at Lee County Schools** says, “The ability to download broadcast quality programming from the Florida Knowledge Network and have it go straight to air or directly into our VideoCourier system without editing or modifying the program saves our staff significant time and effort. All of our 80 schools are on the system. Prior to using VideoCourier we provided approximately 10,000 video on demand segments and broadcast programs per school year over our 4 ITFS channels. With VideoCourier we have increased our channel capacity to over 300 channels by placing small VideoCourier servers in each school. As a result our teachers are able to incorporate over 300,000 video on demand segments into their lesson plans throughout the year.”

For additional information about VideoCourier and how your school district or state education agency can benefit from automation and media delivery to save time and money please contact Synergy Broadcast Systems at 800-601-6991.

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#### **About Florida Knowledge Network**

The Florida Knowledge Network is the instructional television broadcast service of the Florida Department of Education. The Network is a partnership of the Department of Education, Florida school districts, and Florida public television stations. Florida Knowledge Network and its staff operate from the Turlington Building at 325 West Gaines Street in Tallahassee, FL. For additional information about The Florida Knowledge Network call 850-245-9477 or visit their web site at [www.floridaknowledgenetwork.org](http://www.floridaknowledgenetwork.org).

#### **About Synergy Broadcast Systems**

Synergy Broadcast Systems, located in Addison, TX, provides video automation solutions for broadcast, education, business, government and healthcare organizations. Their solutions are modular, flexible and economically scalable to fit the needs of each facility and provide a migration path for future growth and technology changes. The Company's solutions include television automation, video on demand, digital signage and video delivery and distribution to remote locations. For additional information contact Synergy Broadcast Systems at 800-601-6991 or visit their web site at [www.synergybroadcast.com](http://www.synergybroadcast.com).

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