



FOR IMMEDIATE RELEASE

Professional Communications Systems Awarded Contract for WMFE in Orlando

TAMPA, Fla., January 12, 2004 -- Professional Communications Systems, Inc. (PCS) has been awarded a \$3.2 million contract to design, supply equipment for, and install a seven channel SD / HD Master Control and Digital Infrastructure System for WMFE Channel 24, the PBS station in Orlando, Florida.

The six SD channel, one HD channel Master Control system will be supported by a wideband digital routing system for video and AES audio. A file server and archiving system will be used for storage and playback of program materials, and software will allow content management and low-resolution browsing and playback. The entire system will be under automation control.

The new system will allow WMFE's digital Channel 23 to air, or record and play back, HD programs from PBS, along with the ability to multicast four SD program channels. WMFE will also incorporate Channel 24 into its digital plant, bringing it under automation control by digitizing the analog signal and feeding it through the file server.

Aldo Vivona, WMFE senior vice president for administration and technology, said that of the firms contacted to bid on the project, "PCS was the only company that presented us with a complete working, functional system that addressed everything in our specifications. When we requested additional information they responded, from engineering up to their senior management. No other company showed that level of interest in our project."

WMFE Director of Engineering Mike Simmons was not only pleased with PCS's approach, he was impressed with the company's level of DTV engineering experience. "They listen to what we say, understand what we want, and come back with a solution. That's really where they stand out." Simmons added, "I guess they surprise me at times with just how much they know about the business."

PCS President and General Manager Ray A. "Tony" Stephens said he is proud WMFE chose Professional Communications Systems as their integrator of choice. "Their plan to multicast four channels of high-quality SD programming really shows WMFE's commitment to their viewing community. We're extremely pleased and excited they chose PCS to provide them with new digital capabilities."

(more)

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Professional Communications Systems and WMFE are currently designing the system. Installation is scheduled to begin in June, 2004, and WMFE will bring the system on-line and begin multicasting SD programming by late fall.

Professional Communications Systems is a leading audiovisual and broadcast systems integrator specializing in design, engineering, facilities planning, project management and training. PCS sells, services and supports equipment from leading manufacturers, enabling PCS to deliver systems that seamlessly integrate audio, video, display and systems controls. PCS, a division of Media General, Inc. is headquarters in Tampa, Florida.

www.pcomsys.com

winning KCEN-TV in Waco, KWTW in Oklahoma City, Charleston's WCBD-TV and WTVC in Chattanooga, along with WFLA-TV and Raymond James Stadium in the Tampa Bay region.

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