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**VMS Lends New Meaning to the Phrase ‘News Travels Fast’
With Launch of its ‘*Digital Delivery*’ Service**

VMS, (www.vmsinfo.com) a world leader of custom monitoring, analysis and the evaluation of news and advertising today announced the launch of its new *Digital Delivery* service. VMS *Digital Delivery* allows the sharing of critical news information with multiple parties anywhere in the world within minutes using computers rather than videotape.

With *Digital Delivery*, VMS can now deliver broadcast segments directly to its clients’ PCs in a host of formats including RealVideo, Windows Media Player and QuickTime. The source clip is compressed using state of the art technology and converted into a file that is hosted on VMS’ own servers. The customer is sent a link to the site via email thus avoiding the issues of firewalls and attachments that may be over the size limit for many company servers.

“This service gives new meaning to the phrase ‘news travels fast’,” said VMS President Michael Kaufman “With VMS’ *Digital Delivery* service, what could have taken up to two days to receive on videotape, can now be viewed on a user’s desktop in as little as two hours. Spreading the news just got a whole lot easier.”

Segments that are requested by VMS customers can be played online, downloaded for viewing, archived or shared with others.

“VMS *Digital Delivery* offers greater flexibility for storing, organizing, archiving and retrieving your news content,” said Kaufman. “Just think of all the time saved and extra shelf space.”

To find out more about how news can travel at the speed of digital technology speak to your VMS representative or call 800-VMS-2002. To schedule an interview with VMS about *Digital Delivery*, contact Renee Depot (212)-736-2010 or rdepot@vmsinfo.com



About VMS

Established in 1981, VMS (Video Monitoring Services of America, LP), which custom-monitors, analyzes and evaluates news and advertising to help businesses make informed decisions merged in 1996 with a company called RTV (Radio & TV Reports) founded in 1937.

Today, as a world leader in news, advertising and sponsorship information retrieval, VMS provides unique services and products for thousands of Public Relations firms, Advertising Agencies, Marketers, Event Sponsors and Producers worldwide.

VMS records and monitors thousands of hours of television and radio broadcast news in over 100 top U.S. and international markets everyday enabling it to proactively manage public relations efforts whenever broadcast or Internet news of interest occur.

VMS' global advertising library is the largest in the world containing over 1 million television, radio, print, outdoor and Internet ads and provides a vital resource for staying up-to-date on the latest creative efforts of its customers' competitors.

VMS' Sponsorship Information Services (SiS) division is dedicated to the measurement and evaluation of media coverage associated with event sponsorship and is part of a worldwide brand.

VMS' affiliation with Burrelle's Information Services enables it to extend its advanced news and advertising information monitoring, analysis and evaluation capabilities beyond broadcast to the print and Internet media.

At present, VMS operates with 16 full-service offices and 2 monitoring centers in major cities throughout the US. For more information about VMS call (800) VMS-2002 or visit www.vmsinfo.com.