



For Immediate Release

Press Contact:

Mark J. Pescatore

Pipeline Communications

(561) 531-3106

e-mail: mark@pipecomm.com

DiaQuest Unveils ProductionLink at 2012 NAB Show

*New Software Plug-In Adds Avid Interplay Connectivity to
Upcoming Release of Adobe Creative Suite 6 Software*

Emeryville, California--April 13, 2012 – DiaQuest Products, a software development firm with a focus on the video and film industries, today announced ProductionLink, a plug-in for Adobe® Creative Suite® 6 Production Premium software that adds Avid® Interplay to its list of available render formats. As a result, content can be published directly to the Avid Interplay production asset management (PAM) system. The cost-effective software is now available and will be demonstrated for the first time in the Adobe booth (SL2624) at the 2012 NAB Show, April 16-19 at the Las Vegas Convention Center in Las Vegas, Nev.

As a plug-in, ProductionLink is tightly integrated into Adobe Creative Suite 6 Production Premium, so there is no need to launch additional programs or change context. Available for Mac and Windows, it is fully Avid compliant and creates the appropriate folder structure, file formats, and metadata to create Avid-compatible content automatically and accurately. With ProductionLink, facilities that use Adobe Creative Suite 6 Production Premium for production can use Avid Interplay PAM for enhanced asset management, while Avid facilities can easily incorporate Adobe Creative Suite tools into their workflow without costly customization or cumbersome file management.

"We have many Adobe Premiere Pro® and Adobe After Effects® customers who want to create a seamless workflow with Avid asset management products," said Al Mooney, product manager, professional video solutions at Adobe.

"ProductionLink provides an elegant solution for video production facilities that need these platforms to work together."

At NAB, Adobe is revealing the Creative Suite 6 video tools, which are expected to ship in the first half of 2012. Redesigned by and for editors, Adobe Premiere Pro CS6 combines faster performance with a sleek, customizable user interface and powerful trimming tools that let editors work the way they want. Learn more about the top new features in Premiere and the other video tools of the upcoming Creative Suite 6 here:

http://success.adobe.com/en/na/programs/events/1203_16108_nab.html.

Broadcasters like Cox Media Group realize the value of DiaQuest's new plug-in. "We were early adopters of QueManager. The experience has been everything we expected," said Chip Reif, engineering manager of Cox Media Group's WFTV, the ABC affiliate in Orlando, Fla. "We are looking forward to adding ProductionLink to further simplify our graphics workflow."

ProductionLink will be available through select Adobe and Avid resellers and system integrators. Contact DiaQuest for more information.

About DiaQuest:

Based in Emeryville, Calif., DiaQuest Products LLC has been developing mission critical software for the video, film, and broadcast industries since 1982. The company develops software as an OEM for several manufacturers, as well as custom software tools for a variety of clients. In addition to software development, DiaQuest provides professional-level support of related software and hardware products. Find out more at <http://www.diaquest.com>

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