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MYERS INTRODUCES LIVE LOG DYNAMIC DATA EXCHANGE BETWEEN TRAFFIC & AUTOMATION

Northampton, MA (October 2013) -) [Myers](#) - the highly respected developer of broadcast traffic, business, and content management software - today announced the introduction of Live Log, an extension of its BXF integration between ProTrack and 3rd party automation systems. Leveraging the BXF protocols developed by SMPTE, Myers' advanced implementation features dynamic updating of running playlists.

"Myers has been a long-time SMPTE member and supporter," said Crist Myers, company CEO and president. "We've actively participated in the BXF Working Group since its inception, and I'm pleased that we are among the very first traffic systems to successfully implement this highly sought-after functionality. By facilitating a seamless exchange of information between programming, traffic and automation, we benefit both our clients and theirs with greater efficiency and real-time decision-making tools."

Live Log broadens the bi-directional, real-time exchange of data between ProTrack and the facility's play-to-air automation. It provides the ability to edit ProTrack logs and deliver them to automation in real-time. Users may view changes before republishing and receive confirmation receipts when the updates are accepted; and ProTrack will maintain a history of those modifications. Live Log permits users to make and track strategic business decisions within ProTrack. It improves operational efficiency through streamlined processes and enhances sales opportunities by extending log-closing deadlines with the ability to identify, react to and reschedule errant spots.

ProTrack, Myers' proven flagship suite, is available in both radio and television editions. It offers comprehensive scheduling and business management for individual, multichannel and multi-station facilities. Actively used by more than 226 media outlets, supporting more than 1,300 channels, ProTrack provides a high-level of structure, scalability, and systems integration for today's rapidly evolving media environments.

ABOUT MYERS

Formerly known as Myers Information Systems, Inc., the company has been developing broadcast management software since 1989. Myers provides technology and services for television, radio and other digital media providers designed to improve every aspect of their operations, from contracting to invoicing, media management to scheduling, and from trafficking to reconciliation. For more information, please visit: www.myersinfosys.com

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