



MYERS
Intelligent Broadcast Workflow

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MYERS RETURNS AS PBS TECHCON 2013 SPONSOR

TEAM MEMBERS WILL EXHIBIT AND PARTICIPATE IN PROFESSIONAL DEVELOPMENT SEMINARS

Northampton, MA (March 12, 2013) [Myers](#) - the highly respected developer of broadcast traffic, business, and content management software - today announced the company's return as an exhibitor and Silver-level Sponsor at the Public Television Service's Technical Conference (TechCon), held in conjunction with the National Association of Broadcasters' mid-April convention in Las Vegas. Myers has actively supported and participated in the annual event since its inception.

Myers personnel will host a ProTrack Users' session sponsored by the PBS Traffic Advisory Committee designed to give station staff a first-hand look at the company's latest initiatives, as well as product and service enhancements. The Myers team will share best practices and provide a forum for station users to share knowledge and exchange tips for streamlining workflow and getting the greatest benefit from their ProTrack broadcast management system. The company will also participate in a Q & A panel within the NRT Traffic Workflow session.

The seminar focuses on the integration of non real-time (NRT) content delivery within a station's everyday workflow.

"We are exceptionally proud to continue our participation in, and sponsorship of this valuable public broadcaster's conference," said Crist Myers, president and CEO. "This annual PBS event offers us a great opportunity to share knowledge and ideas with our loyal end-users, as well as station management and industry partners; it inspires us to continue the

development of new efficiencies, innovations and cost-effective solutions for the public media sector."

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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