



New Digital Technology to Resell Signiant File Transfer Solutions in Greater China

Partner to Offer Full Line of Signiant Products to Leading Broadcasters and Media Companies

HONG KONG and SINGAPORE (November 15, 2012) – Signiant, the market leader in intelligent file movement software for the media and entertainment industry, today announced that New Digital Technology Ltd. (NDT) has been named to represent Signiant products in Hong Kong and China. With the recent addition of Media Shuttle™ software to the company's family of file transfer solutions, NDT will be instrumental in assisting content creators and distributors across the region to achieve more efficient and reliable digital media movement – featuring unmatched acceleration, automation, security and control.

Based in Hong Kong with offices throughout China, NDT offers a range of professional products and services for broadcast, digital media, wireless network and satellite communications. With a versatile engineering team, the company is highly specialized in HDTV, 3D, IPTV, and the Next-Generation Networks. Some of their customers include CCTV, China Telecom, China Unicom and many of the region's top broadcasters.

"Quality of service and customer satisfaction is the key to our success. To address new market opportunities brought about by today's emerging video, IT and IP technologies, we strive to maintain a portfolio of the best products and services available," said Mr. Daniel Fung, CEO and Chairman of NDT. "Signiant's family of accelerated file transfer solutions allows us to support a spectrum of file-based workflow needs with technology that broadcasters around the world know and trust."

Under the distribution agreement, NDT will offer the full line of Signiant's media file transfer solutions, which includes subscription-based Media Shuttle desktop file transfer software delivered from the cloud; Media Exchange™, featuring desktop, Web and mobile interfaces for moving file-based media between internal and external users and systems; and Managers+Agents™, optimized for automated batch file transfers, advanced resource management and workflow integration.

"Over nearly two decades, NDT has earned a strong reputation for helping the Chinese media industry migrate from analog to digital. We are pleased to welcome this leading distributor and integrator to our growing community of resellers," said Michael Burnie Managing Director Asia Pacific and Japan. "NDT is an outstanding partner, and we are honored that they have chosen to make our products part of their overall solution portfolio."

About NDT

NDT group is a renowned distributor and system solution provider in broadcast, telecommunication and other professional industries in China. Our services include design, system integration, product distribution and consulting. Major customers in China include TV stations and network companies. Our experienced staff has provided services to the TV broadcast industry since the 1980's. In 2000, the company went through a strategic re-organization to form the NDT group with headquarters in Hong Kong and an operation center in Beijing to strengthen support for the Chinese market. Today the company has more than 100 employees with offices and subsidiaries in major cities across China. For more information, visit www.ndtchina.com.

About Signiant

Used by the world's top content creators and distributors, Signiant is the market leader in intelligent file movement software for the media and entertainment industry. The company's powerful software suite optimizes existing enterprise network infrastructure and media technologies to ensure secure digital media exchanges, workflow efficiency and superior user experiences. Headquartered in Burlington, MA, with offices around the world, today Signiant connects tens of thousands of media professionals in more than 50 countries. For more information, visit www.signiant.com.

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