



**For Immediate Release**

## **VIRTUAL KATY ANNOUNCES SUMMER PROMOTIONS**

**Auckland, New Zealand – June 24, 2008** - Virtual Katy™ Development Limited, an applications developer delivering workflow solutions for audio professionals, today announced its summer promotions. Available to all who purchase the full VK Premium Collection 2.75 or who upgrade from an older VK product now, is a free step up to the upcoming and highly-anticipated version 3.0 release; a \$200 USD value!

Virtual Katy™ and Steinberg Media Technologies are pleased to announce the VK/Nuendo summer promotion, which provides Nuendo users with a 20% discount off of the list price of VK Premium Collection 2.75.

Lynn Ryan-Loeb, Worldwide Sales Manager for Virtual Katy, says: *"The VK/Nuendo interface makes re-conforming a highly-accurate and lightning-fast process. Blink and you'll miss it! Hundreds of edits are done instantly – it almost defies belief. We're delighted with our partnership with Steinberg Media Technologies, and very excited to be able to offer their customers this great promotional price this summer!"*

Both promotions are in effect now through August 31, 2008.

### **The Upcoming VK Premium Collection™ 3.0 (Scheduled for Release September 1<sup>st</sup>) Adds the Following New Features to an Already Robust Product**

- Will allow for conforming using Apple's Cinema Tools XML's
- Will contain a new interface with VoiceQ ADR and Dubbing Solution
- Will include our new expression editor for animation and effects
- Even faster speed when conforming with Pro Tools

Virtual Katy

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### **Pricing and Availability**

VK Premium Collection™2.75 can be purchased through the Virtual Katy reseller channel or online at: [www.virtualkaty.com](http://www.virtualkaty.com) for an MSRP of \$2,000.00 USD. For more information about Virtual Katy, please visit their web site.

Current Virtual Katy customers can upgrade from their product to VK Premium for just the difference in price!

Nuendo customers wishing to take advantage of the summer promotion should contact Lynn Ryan-Loeb at: [lynn@virtualkaty.com](mailto:lynn@virtualkaty.com).

### **About Virtual Katy Development Limited**

Virtual Katy Development Limited is a New Zealand-based software developer focused on delivering innovative solutions for the post production world. Their flagship VK conforming product is a battle-hardened program designed for audio professionals.

Virtual Katy, the Virtual Katy logo and VK are registered trademarks of Virtual Katy Development Limited. Other company and product names may be trademarks of their respective owners.

For more information on Virtual Katy Development Limited visit [www.virtualkaty.com](http://www.virtualkaty.com) or contact:

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