



# Press Release

*For immediate release*

## **Third Digital Vision BitPack MPEG encoder sold to Corus Premium Television**

**Las Vegas, April 27, 2001** – Digital Vision proudly announces the sale of another BitPack system to Corus Premium Television of Canada. The deal was concluded through Digital Vision's Canadian distributor Applied Electronics in Toronto.

BitPack is Digital Vision's award winning MPEG compression tool offering Video-on-Demand, Near Video-on-Demand server encoding and archiving as well as high definition and DVD pre-mastering.

This is the third BitPack to be installed at Corus Premium Television. Four months ago Corus decided to invest in a new generation compression tools and their choice was BitPack. Ever since, BitPack has been running 24 hours a day.

"We were about to launch 6 new channels and had to encode 800 movies for the launch", says Barry Mah, Director Operations & Information at Corus. "Our operators like working with the BitPack system so we decided to buy a third one", continues Barry Mah.

"We are proud to have Corus as one of our most important BitPack customers, and their choice to invest in BitPack confirms that BitPack is the optimal tool for high quality applications", says Thorbjörn Gustafsson, Director of Marketing at Digital Vision. "We see an increased demand for our compression products in all markets, and especially in North America".

*Digital Vision, a Swedish company founded in 1988, provides Media Professionals throughout the world with innovative post-production, pre-mastering, telecommunications and digital cinema products from offices in Stockholm, Los Angeles, Toronto and London, as well as via a network of more than 20 distributors. Digital Vision is organised into three business areas covering Media Mastering, Media Networking and Digital Cinema.*

*Digital Vision has received a number of international awards including an Emmy Award for its work on advanced motion estimation technology. The company also holds the IABM Peter Wayne Award for New Technology for BitPack, its MPEG2 pre-mastering workstation and the ITS Monitor Award in recognition for the Advanced Scratch and Dirt Concealer. Digital Vision is listed on Stockholmsbörsen.*

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*Owned by Corus Entertainment Inc., Corus Premium Television operates Movie Central, a 24-hours-a-day, commercial-free Pay-TV service that operates six thematic movie channels that are available in Western Canada to customers living in British Columbia, Alberta, Saskatchewan, Manitoba, Yukon and Northwest Territories and Nunavut. The Movie Central website [www.moviecentral.ca](http://www.moviecentral.ca) provide information on monthly programming highlights and upcoming features and specials.*

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