



Press Release

For immediate release

Rushes invests in Digital Vision's new range of DVNR products

Stockholm, December 19, 2001 – The London based company Rushes, one of Europe's top post production houses, has signed an order for the AGR-IV Grain and Noise Reduction system from the Swedish company Digital Vision AB. The order is for one High Definition and two Standard Definition AGR-IV Grain and Noise Reducers. The AGR-IV is Digital Vision's fourth generation real time film grain and electronic noise reducer and was released in late November of this year.

"The addition of the Digital Vision AGR-IV to the Rushes facility ensures that we are offering the highest picture quality available to our Telecine and Tape to Tape customers. The increase in High Definition work has highlighted the need for an advanced grain reducer capable of dealing with film images at this resolution." said Tim Wharton, Technical director at Rushes.

"We are delighted to see that the AGR-IV has taken off so quickly and that a company of Rushes standing has decided to replace their existing noise reduction systems with our latest technology," said Per-Olov Essehorn, Director of Sales at Digital Vision. "We are confident that the AGR-IV will become the new benchmark for grain reduction in the post production environment where real time processing and artefact free performance are imperative"

AGR-IV is aimed for film, videotape restoration and MPEG pre-processing. The AGR-IV's advanced motion processing and newly developed adaptive 3-D filters including an Edge Preserving Spatial Filter allow facilities to produce even cleaner and sharper pictures from film and video originated material than ever before.

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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