



# press•release

For more information, please contact

Karin Cedronius, Digital Vision DV Sweden AB

Upplagsvägen 1, S-117 43 Stockholm, Sweden.

Phone: +46 8 18 24 65, Fax: +46 8 18 24 66

E-mail: [karin.cedronius@digitalvision.se](mailto:karin.cedronius@digitalvision.se) Web site: [www.digitalvision.se](http://www.digitalvision.se)

*For immediate release*

## **Large boom for Digital Vision BitPack Pre-mastering Workstation – Nine systems sold throughout Europe during a period of three months**

**Stockholm, August 24 1999** – Digital Vision announces the sale of nine BitPack Pre-mastering Workstations to customers throughout Europe during the past three months, to a total order value of \$1.110 000. Among these BitPack customers are well-known names such as BBC News Engineering in the UK, Screen Scene in Ireland and SonoPress in Germany as well as customers in Denmark, France and Holland.

“It’s with great pleasure we can now notice the growing interest for BitPack also in Europe. We can see an increasing European market for both DVD applications and video server applications, two areas where BitPack is the ultimate pre-mastering tool”, said Peter Weiss, CEO at Digital Vision.

The BitPack-SD system is capable of MPEG2 Main Level 4:2:2 and 4:2:0 formats, as well as operating at bitrates up to 50Mbps/sec. This makes it an important tool for the growing DVD market and for video server off-line encoding and archiving.

The BitPack product range is a complete solution for standard and high definition video server off line encoding applications, DVD pre-mastering, and archiving. It uses Digital Vision’s market leading DVNR noise reducer pre-processor and proprietary encoding engine, to produce MPEG2 elementary, program, and transport streams. The new SD version uses an NT based GUI with integrated machine control for frame accurate encoding and playback, and thumbnail pictures for quick search.

*Digital Vision is a leading manufacturer of digital processing equipment for the post-production, pre-mastering, telecommunications, and emerging electronic cinema markets. Founded in 1988 and based in Stockholm, Sweden, the company sells and supports its products throughout the World from offices in Stockholm (covering Europe/ROW), Los Angeles (USA), London (UK), and via a network of more than 25 distributors. Thus Digital Vision has a strong presence in the world market.*

*Digital Vision received an Emmy Award in 1992 for its work on advanced motion compensation technology as applied to standard converters. The company also holds the IABM Peter Wayne Award for New Technology for BitPackä, its MPEG2 pre-mastering workstation and the ITS Monitor Award in recognition for the Advanced Scratch and Dirt concealer.*