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For immediate release

Digital Vision BitPack-SD Pre-mastering Workstation sold to BBC Resources Broadcast Engineering

Amsterdam September 1999 – Digital Vision announces the sale of a BitPack-SD video and audio DVD Pre-mastering system to BBC Resources Broadcast Engineering in the UK. This system is capable of MPEG2 Main Level 4:2:2 and 4:2:0 formats, as well as operating at bitrates up to 50Mbits/sec.

“BitPack has been purchased as part of our enhanced DVD proposition to our customers,” said Neil Hesketh of BBC Resources Marketing.

“The decision by BBC Resources to choose BitPack came only after a tough and lengthy evaluation process involving all major players in this expanding marketplace”, said Terry Moss, General Manager at Digital Vision UK. “The ability to apply pre-processing when and where needed ensuring every frame, scene, and clip can be optimised is just one of the reasons BitPack stands out from the crowd,” he added.

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.