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# 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*

## **Digital Vision installs new BitPack-SD Pre-mastering Workstation at SonoPress in Germany**

**Amsterdam, September 1999** – Digital Vision announces the sale of their new BitPack-SD MPEG2 video and audio DVD Pre-mastering Workstation to the German CD/DVD duplicating facility, SonoPress.

SonoPress Germany offers specialised services to all branches of industry involved in developing music, information or software. With a total of 3,500 employees, offices worldwide and a capacity of 2.5 million products per day, SonoPress is now one of the top two CD and DVD manufacturers in the world. The company was first in Europe to present a German language DVD-ROM and the first company worldwide to present a PAL DVD-Video.

"We use Bitpack to encode feature film as well as corporate material. The combination of a high-end pre-processing unit and top quality video encoding is a perfect extension to our existing DVD Studio environment", said Dieter Schlautmann, Head of DVD Video Pre-mastering Studios.

"Digital Vision has been very successful with the BitPack Workstation. With the new system, BitPack-SD, we hope to establish our company as the only real choice for high-end encoding", said Per-Olov Nilsson Essehorn, Director of Sales & Marketing at Digital Vision. "Working with customers like SonoPress really encourages us to reach even higher goals", continued Per-Olov Nilsson Essehorn.

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.*