



Stand 7.828

# press•release

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*For immediate release*

## **Electronic Cinema – Digital Vision Creates the Link**

**Amsterdam, September 10th 1999** – Electronic Cinema is projected to develop rapidly over the coming years and will become a revolutionary breakthrough for distributing and showing movies. Electronic Cinema enables dramatic changes to the economy and appearance of cinematic images. Advantages include more consistent film quality in the theatre, cost-effective distribution, simultaneous release of movies world-wide, less risk for piracy as well as more all-over flexible usage of cinemas.

Electronic Cinema utilises film tailored High Definition video as a medium for displaying film material by using a film tailored compression to a file, digital delivery over e.g. IP or DVD-ROM and digital projector to bring the image to the screen. The film does not degrade, scratch or gather dirt and its colours are precisely consistent from one print to the next.

### **Digital Vision – Key player in the field**

Digital Vision aims at becoming a key player in the field of Electronic Cinema, already pioneering being involved in different projects both in Europe and in the US.

“Electronic Cinema will represent a technology revolution where the only question is how fast the transition will be. In this virgin market Digital Vision can supply essential building blocks to implement Electronic Cinema from movie pre-mastering to a matched cinema playback server”, said Peter Weiss, CEO Digital Vision.

Digital Vision's BitPack-Cine is a complete Playback system for Electronic Cinema and similar applications based on Digital Vision's premium quality MPEG2 MP@HL products. BitPack-Cine uses 1920 pixels x 1080 lines progressive 24 frames/s as the film tailored mastering format. Handles multiple PCM, MPEG and passthrough or decoding of Dolby Digital audio tracks or other audio formats as well as support for multi-language subtitling. The BitPack-Cine playback system provides up-conversion of an SDTV signal to the high-resolution EC format suitable for insertion of commercials or trailers. A Windows NT user interface enables a dynamic playback system with asset management, language and subtitle selection to “build a print” as well as playout automation. The system also provides future extension to closed loop encryption for full security.

### **Digital Vision White Paper at IBC**

During IBC (International Broadcast Convention) in Amsterdam Digital Vision will also take part in a Paper Session featuring the paper “HDTV and Electronic Cinema – making the Link” (on September 12<sup>th</sup>). Keith Jenkins, Technical Director at Digital Vision UK, and Product Line Manager for Digital Vision's transmission products will speak about the latest developments in HDTV and Electronic Cinema. (The name of the session is “HDTV – Are the latest developments truly progressive?”)

*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.*