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For immediate release

Digital Vision launches all-new generation BitPack Pre-mastering Workstation for both SD and HD

Amsterdam, September 10th 1999 – The International Broadcast Convention (IBC) in Amsterdam is the first-time show in Europe for Digital Vision's new generation BitPack-SD and BitPack-HD MPEG2 Pre-mastering Workstations, addressing premium quality video and audio DVD, NVOD Server and Electronic Cinema applications.

BitPack-SD is based on Digital Vision's proprietary, non-chip set based MPEG2 engine for both 4:2:0 and 4:2:2, now reaching an even higher level of picture quality, ease of use and versatility.

BitPack-HD is the first HDTV Pre-mastering Workstation for HDTV. It can offer a cost effective path to create MPEG2 files for ATSC 1080i/720p and DVB 1080i HDTV formats as well as SDTV, using the same fast and intuitive BitPack control environment as the awarded BitPack-SD version. BitPack-HD is ideally suited for premium quality Electronic Cinema pre-mastering using 1080 lines progressive encoding at 24 frames/s.

There will also be a first-time show for BitPack-A – Digital Vision's new generation stereo/multi channel audio Pre-mastering Workstation for real-time encoding of both Dolby Digital (AC-3) and MPEG from file or external audio. BitPack-A supports all popular digital ATRs and VTRs.

"With much improved performance and functionality as well as new application areas, with the addition of HDTV pre-mastering, BitPack will remain the best choice for high-end MPEG2 pre-mastering", said Göran Appelquist, Product Line Manager at Digital Vision.

New Control Environment

At IBC Digital Vision will also launch a new control environment for the BitPack MPEG2 DVD and NVOD Server Pre-mastering Workstations. The control environment, with a new ergonomic control panel, is based on a Windows NT platform with many enhanced features including a new graphical interface and thumbnail pictures for quick scene access, both for encoding and playback.

The audio workstation and/or authoring/emulation can now be integrated in the BitPack-SD workstation. The new software platform allows later addition of software plug-ins, used for example to convert files to other formats.

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.