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For immediate release

Digital Vision's BitLink MPEG2 family now available for both SDTV and HDTV transport

Amsterdam, September 10th 1999 – To further enhance the BitLink family of premium quality MPEG2 transport systems, Digital Vision is launching the BitLink-SD encoder for Standard Definition TV (SDTV) together with an enhanced BitLink-HD encoder and decoder for High Definition TV (HDTV). All of these products will be unveiled at the International Broadcast Convention (IBC) in Amsterdam.

- The all-new BitLink-SD encoder is designed for demanding SDTV contribution applications. It is packaged in a space saving 3RU chassis fitted with optional dual redundant AC or DC power supplies.
- The enhanced BitLink-HD encoder is now available in a smaller and more compact package fitted with optional dual redundant AC or DC power supplies. This new encoder can be switched to provide either one HDTV channel or multiple SDTV channels allowing operators to address the transition to the DTV market in a cost effective and flexible way.
- The enhanced BitLink-HD professional decoder can now be used to decode both HDTV and SDTV MPEG2 streams.

The BitLink-HD system can now handle both ATSC (American TV standard) and DVB (European TV standard) HDTV interlaced and progressive formats.

"The BitLink family of encoders combine high quality MPEG encoding within a flexible architecture. This brings numerous benefits such as the ability to use the same system for both SDTV and HDTV applications making the transition more cost effective – future proofing any initial investment made and probably helping somebody sleep a little better at night!", said Keith Jenkins, Technical Director at Digital Vision UK.

Digital Vision's BitLink represents a unique system for premium quality transport of both Standard and High Definition pictures, including multi channel audio. The applications for BitLink are wide ranging and include Studio-to-studio Links, Broadcasting, Electronic Cinema, Private Networks, Distance Learning and Telemedicine.

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.