



# press•release

*For immediate release*

## **Digital Vision opens dedicated North American Transmission Codecs office**

**Stockholm, November 30, 1999** – Digital Vision, the leading manufacturer of real-time Image Processing, DVD Pre-mastering and Transmission Codecs, announces the opening of a new office in Toronto. With focus on Digital Vision's innovative transmission product range, the new office will provide regional sales and support throughout North America.

Joining the Digital Vision team as General Manager of the new office is industry professional Chris Birch. Birch joins Digital Vision from Scientific Atlanta where he held the position of Director of Technology for the Satellite Transmission Division. Birch also actively contributed to the development of international standards for digital video transmission within the MPEG2, ATSC and DVB groups.

Peter Weiss, President/CEO at Digital Vision explains "As part of our on-going commitment to provide the most innovative products to the HDTV transmission market, we believe it is equally important to offer the highest level of support possible. The establishment of a dedicated centre of expertise in North America will allow us to continue to provide the unparalleled products and services our customers expect from Digital Vision."

"I am particularly delighted to have Chris Birch on board. His thorough technical background and understanding of the increasingly complex digital environment today is a welcome addition to our professional staff", Weiss continued.

Digital Vision's Canadian Distributor, Applied Electronics Ltd. of Mississauga, Ontario, will continue to handle sales and support of the company's Image Processing and Pre-mastering product lines in Canada.

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*Digital Vision is a leading manufacturer of digital processing equipment for the post-production, pre-mastering, telecommunications, and emerging digital cinema markets. Founded in 1988 and based in Stockholm, Sweden, the company sells and supports its products throughout the World from offices in Stockholm, Los Angeles, Toronto and London, as well as via a network of more than 25 distributors.*

*Digital Vision has received a number of international awards including an Emmy Award for its work on advanced motion estimation technology. 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. Digital Vision is listed on the Stockholm stock exchange.*