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For immediate release

DIGITAL VISION APPOINTS TONY DOLZ
GENERAL MANAGER OF NORTH AMERICAN OPERATIONS

LOS ANGELES -- August 30, 2000 -- Digital Vision is pleased to announce the appointment of Tony Dolz as General Manager of the company's North American operations.

Dolz brings to the position a comprehensive background in international business development and sales and marketing management. Based at Digital Vision's US headquarters in Los Angeles, Dolz will direct day-to-day operations and spearhead new programs in the area of sales and product support for the company's large customer base in North America.

In his most recent position, Dolz served as Director at the State of California's Center for International Business Development where he managed the expert staff of attorneys, customs brokers, academicians, and recognized business and marketing authorities. The Center provides consulting services to California businesses to maximize their global presence and potential. Dolz established a dedicated California-Mexico Trade Assistance Center and coordinated a variety of programs with Federal and State governments as well as working closely with high-ranking foreign officials to stimulate international economic development.

Tony brings much to the position and to the company as a whole, comments Peter Weiss, Managing Director at Digital Vision. He possesses a thorough understanding of the global business community and has an extensive background in business development both in Europe and in North America. We are pleased that he will be leading our operations in the United States where Digital Vision products have enjoyed such wide acceptance and we look forward to even greater success with Tony's contributions.

Previous positions include Business Development Manger for Sweden's Finansperspektivet AB where Dolz was responsible for sales and marketing of client companies specializing in e-commerce and Internet software development and he served as President of the International Trade Association in California and as International Chair of the Software Council of Southern California.

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 pro

ducts throughout the World from offices in Stockholm, Los Angeles, Toronto and London, as well as via a network of more than 20 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 BitPack(, 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.

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