



# Press Release

*For immediate release*

## **General Agreement Signed for the Supply of Digital Vision Digital Receivers and Decoders to PBS**

**Stockholm, July 23, 2002** – A general agreement has been signed today for the delivery of digital television satellite receivers and decoders between the Swedish company Digital Vision AB and PBS, the US based Public Broadcasting Service. The total contract value is estimated at 5 million USD. The contract, which is planned to be divided into three deliveries, is valid for a three-year period. Digital Vision expects the first order within a few weeks, with delivery during 2002.

Digital Vision has been selected by PBS to equip its 175 members, which operate 349 public TV stations, with the recently developed digital television satellite receivers and decoders aimed both for HDTV and SDTV. The product will be used at PBS, its member stations and certain other entities associated with PBS.

Earlier this year (press release March 19, 2002) PBS announced their intention to enter into final negotiations with Digital Vision. Thereafter discussions have been ongoing to estimate the exact need of PBS.

"We are pleased that the contract is now signed and we look forward to continuing our long-term relationship with PBS. It's an important step for us in an emerging market and other TV operators have already shown interest for the product", says Harry Vesanen, CEO of Digital Vision AB. "Our ambition is that the new decoder shall reach a broad market. This will strengthen our position within our Media Networking business area", Mr. Vesanen continues.

PBS, headquartered in Alexandria, Virginia, is a private, non-profit media enterprise owned and operated by the nation's 349 public television stations. The network is available to 99 percent of American homes with televisions and to an increasing number of digital multimedia households.

Digital Vision's business concept is to offer state-of-the-art technology and products to clients in film/video, multimedia and the distribution of digital television within three business areas:

- **Media Mastering**, e.g. the digital mastering of feature films, TV-shows and commercials and the adaptation of these to DVD
- **Media Networking**, the adaptation of images and sound to digital transmission networks
- **Digital Cinema**, the digitalisation of traditional film for cinemas

Digital Vision was founded in 1988 and today the company is comprised of the Swedish parent company and a sales company in the U.S. The company is dedicated to the development, the sales and the support of systems. Digital Vision is listed on the Stockholm stock exchange.

For more information, please contact:

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