



# Press Release

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## Successful Beta Tests of Digital Vision's New Aspect Ratio Converter and Pan & Scan Processor

**Stockholm, September 10, 2002** – The US based company IVC (International Video Conversions, Inc.) has recently finished their beta tests of ZOM, Digital Vision's new Aspect Ratio converter and Pan & Scan processor primarily targeted for multi-format releases. Programmable on a frame-by-frame basis with sub-pixel resolution of scale and position controls, the ZOM is ideal for pan & scan applications.

Headquartered in Burbank, CA, IVC High Definition Data Center is one of the world's largest HD mastering, restoration and conversion facilities. IVC has been a pioneer of and continues to break new ground in HD.

"The new ZOM has fit nicely into our work flow," explained Howard Lukk, Chief Engineer at IVC. "We can extract our 16x9's and 4x3's from our cleaned up film masters with ease, bringing us closer to virtual Telecine. Digital Vision has been very successful in creating real time solutions for our needs. We look forward to working with them in the future to take this technology to the next level."

"When we were ready for Beta Testing this new exiting product, it was an easy decision to let IVC be the Beta Site," says Thorbjörn Gustafsson, Managing Director at Digital Vision (US), Inc. "IVC is one of our most important US customers and with its technical skill and willingness to provide us with quick and constructive feedback, they are a perfect Beta Site for our needs. Especially for this type of new product, for which we see a big demand for on the market, quick and correct cooperation with a Beta Site is essential."

ZOM prototypes have been shown to the industry earlier this year at NAB in Las Vegas and will also be shown at IBC in Amsterdam. We are pleased to announce that after successful beta tests, the product is now ready for release. Shipments will start end of September.

*This and all Digital Vision press information can be found on our Website <http://www.digitalvision.se/>*

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 and the sales and support of systems. Digital Vision is listed on the Stockholm stock-exchange.

International Video Conversions, Inc. (IVC) is one of the world's largest High Definition (HD) mastering and data conversion facilities, occupying over 55,000 square feet with a full time staff of seventy. IVC's clients include all of Hollywood's major studios and the company is regarded as the leader in its field. IVC was founded in 1983 by Ken Holland, an internationally acclaimed video engineer, to develop and provide new technology for interfacing film-to-video, data transfer and standards conversion. Under his continuing leadership, IVC has gained a worldwide reputation for its many breakthrough technical achievements and the high quality of its services. The Company has grown steadily and successfully through its ongoing development of improvements for HD mastering, digital restoration and data conversion of motion pictures and television programs. IVC's name on a film transfer or conversion master has become the hallmark for international technical acceptance.

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