



Press Release

Digital Vision AB launches its new scratch & dirt concealer, ASC3, at NAB2003

Stockholm, April 06, 2003 – Digital Vision AB will introduce its new scratch & dirt concealer, the ASC3, at NAB2003 (Booth #C3269) in Las Vegas.

The ASC3 is Digital Vision's third generation Advanced Scratch & Dirt Concealer aimed primarily for image enhancement and restoration applications. With pioneering algorithms and new filter technology, the ASC3 offers a break-through in real-time dirt removal providing a cleaner image once only available through non-real-time applications. The ASC3 comes with several new tools, some previously only available in software, which will help enhance even the most unworkable material.

ASC3 is part of the new generation of modular tools that enables the user to easily and cost-effective upgrade with new features through software add-ons. Digital Vision plans to release a motion estimator add-on for the ASC3 later this year, to boost performance even further.

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 two 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 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.

For more information, please contact:

Torbjörn Dyrvold, Digital Vision AB (publ), Phone: +46-8-546 182 00, Fax: +46-8-546 182 09
E-mail: torbjorn.dyrvold@digitalvision.se, Web site: www.digitalvision.se