



# Press Release

## Post Logic Invests in Digital Vision's Latest Generation of Image Processing System

**Los Angeles, August 21, 2003** – Digital Vision proudly announces the sale of a High Definition ASC3, Digital Vision's third and latest generation of Scratch and Dirt Concealer, to the US based company Post Logic.

With Headquarter in Hollywood, California, Post Logic is combining the industry's most respected team of creative artists together with the most advanced, comprehensive technology available. Post Logic has long been synonymous with the highest quality short and long form mastering available. The company opened their first high definition room in 1998, and have since completed a wide range of projects in HD format from national commercial campaigns to archive mastering of major motion pictures.

"The Digital Vision ASC3 is an important process in our film restoration chain. The ability to manipulate an image in real time is a strategic advantage for Post Logic, and the ASC3 ensures that Post Logic can continue to provide the highest quality of service to its clients." Says Merle Sharp, Vice President of Technology at Post Logic. "We continue to work with Digital Vision as they expand their image processing knowledge, and we look forward to the introduction of their Motion Estimation solution for ASC3."

"We are proud to have Post Logic as one of our most important customers in North America" says Thorbjörn Gustafsson, Managing Director at Digital Vision in Los Angeles. "We have worked close together with Post Logic for many years and the inputs from the colorists and the technical staff at Post Logic have been used in most of our latest High Definition gear, and we will continue to use this type of important customer involvement in our R&D efforts in the future."

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 applications, which will help enhance even the most unworkable material.

**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:

Per-Olov Essehorn, Digital Vision AB (publ), Phone: +46-8-546 182 00, Fax: +46-8-546 182 09  
E-mail: per-olov.essehorn@digitalvision.se, Web site: www.digitalvision.se