



Press Release

Digital Vision's Virtual Telecine Solution Sold to Ascent Media

Los Angeles, August 21, 2003 – Digital Vision proudly announces the sale of a High Definition Valhall Media Mastering System, including the ACP-Viper Color Corrector and the ZOM Aspect Ratio converter and Pan & Scan processor, to the US based company Ascent Media.

Headquartered in Burbank, CA, Ascent Media and the Media Management Services Division, provides equipment and professionals for telecine, international television format packaging, and digital restoration services in a state-of-the-art technology center. The facilities provide the latest in HD technology, with one of the largest HD infrastructures in the business.

"After careful evaluation of the Valhall System we found the Virtual Telecine solution from Digital Vision as the most effective solution for our needs," explained Tony Beswick, Vice President at the Media Management Services Division at Ascent Media. "Our clients have expressed an increased interest for this style of processing and Digital Vision's Valhall system successfully proved its ability to augment our images to the satisfaction of our clients."

"This decision by Ascent Media to invest in our Valhall control system with the ACP-Viper and the new ZOM is an important strategic step for Digital Vision on the US Market," says Thorbjörn Gustafsson, Managing Director at Digital Vision (US), Inc. "We have been working with Ascent Media for a long time and this decision strengthens our relationship even more."

The Valhall is the only control system that accesses the full potential of Digital Vision's new range of DVNR Image processing tools. The compact and customized Valhall offers several user-friendly advantages in function and design. The modular system allows you to add more functionality as your needs change and grow.

ACP-Viper is an advanced tool for digital colour correction of film and video, offering a refined opportunity to work with specific areas of the image. This is made possible through separate double primary and secondary colour correctors. The product is one of a kind and has been developed in close collaboration with professional users.

Digital Vision's 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. The ZOM was recently released and has been shown at NAB in Las Vegas earlier this year.

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.

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