



# Press Release

## Digital Vision AB launches motion estimation module for its new ASC3 scratch & dirt concealer at IBC2003

**Stockholm, September 8, 2003** – Digital Vision AB will introduce a motion estimation module for its ASC3 scratch & dirt concealer at IBC2003 (Booth 7.530) in Amsterdam.

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.

The optional motion estimation (ME) module refines the performance by providing extra power to the adaptation and processing of the ASC3. The ASC3 ME will be sold alongside the standard ASC3 where the latter can be upgraded with the ME module at any time.

Additionally software tools for analysis and for restoring single frames will be available on the company's Valhall Media Mastering platform during 2004.

The ASC3 ME will be available later 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.

For more information, please contact:

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