



Press Release

Lucasfilm to explore New Real-time HD Image Processor with 4:4:4 RGB capabilities from Digital Vision

Stockholm, April 14, 2004 – Digital Vision proudly announces that Lucasfilm will use the first DVNR HD Image Processing workstation with 4:4:4 RGB capabilities in their production, when available later this year. Industrial Light & Magic (ILM) will act as a Beta Site for this new generation of the DVNR from Digital Vision.

ILM, with headquarters in San Rafael, California, is a Lucasfilm Ltd. Company serving the digital needs of the entertainment industry for visual effects. ILM has been awarded 14 Academy Awards for Best Visual Effects and received 16 Scientific and Technical Achievement Awards.

"HD 4:4:4 RGB is the production format for Episode III, and the lack of high quality real-time Image Enhancement tools that support this format, has been a missing link in our production flow," explained Fred J. Meyers, Principal Engineer at ILM. "We are excited that Digital Vision has decided to take this important step and we look forward to continue our close relation with Digital Vision and our hope is to employ the DVNR system in the mastering of Star Wars: Episode III."

"Working together with Lucasfilm is very important," says Thorbjörn Gustafsson, Managing Director at Digital Vision (US), Inc and continues, "A close and strong relationship with Fred Meyers and his engineering staff at ILM gives us an opportunity to test and evaluate our products in an environment that demands the highest performance and picture quality."

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:

- 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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