



Press Release

Duart chooses Digital Vision's BitPack for DVD encoding

Stockholm, April 16, 2004 – Duart Film & Video has chosen the BitPack-SD Pre-mastering workstation from Digital Vision for their DVD-encoding. While the video is encoded by the BitPack-SD, audio will be handled by the Digital Vision BitPack Audio encoder, which simultaneously encodes the audio with the picture, reducing the possibility of lip-sync delays.

Duart Film & Video, with headquarter in New York, has since 1922 been a leader in offering the best in imagery and sound services to the independent filmmaker. In continuing with this tradition while expanding to the new, Duart is entering the business of the distribution of independent and educational films on DVD and on demand Internet delivery.

"Duart has a long-standing reputation of high quality of its delivered at a reasonable cost. To extend this philosophy to DVD, we believe that one of the most important aspects of DVD quality resides in the encoding. After careful research and testing of the encoders on the market, both software and hardware solutions, we chose the Digital Vision BitPack. The BitPack offers real time encoding for production needs, pre-processing, one of the secrets of a good encode and real time decoding. The decoding process allows the encoding process to be viewed real time as another step in quality control," says Maurice Schechter, Chief Engineer at Duart Film & Video.

Maurice Schechter continues, "The material that we will encode for DVD's will not be ideal. Film grain, noise, image movement and being long program lengths, challenges MPEG encoders. To compress this down, using a low bit rate, while preserving the look and feel of the film, the Digital Vision BitPack, was unsurpassed."

"The DVD production will compliment our existing services, offering a complete in-house solution from telecine transfer to DVD replication. We believe Duart now posses the highest quality DVD authoring and encoding system on the east coast," Maurice Schechter ends.

Digital Vision's BitPack-SD Pre-mastering Workstation is the optimal tool for DVD and other applications such as video server off-line encoding and archiving. It is a complete standard definition system, with integrated pre-processing, based on MPEG-2 Main Level. BitPack-SD is based on Digital Vision's proprietary, non-chip set based MPEG-2 engine, which provides excellent picture quality and system flexibility. Integrated machine control provides automatic frame accurate encoding as well as playback. The Windows user interface enables project management, graphical encoding control and quality analyses. The BitPack is available in both an SDTV and a combined HDTV/SDTV version.

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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