



## **Digital Vision to Launch New Finishing and Restoration Products at IBC2007**

### **New products address volume re-mastering and tapeless finishing for multi-format deliverables**

Stockholm, Sweden – 30 July, 2007 – Digital Vision, purveyors of motion picture quality via systems for film and video grading/finishing and image enhancement, will launch two new products at IBC. A new software-based restoration tool will be introduced into the company's line of image enhancement products (joining the DVNR and DVO), and a new tapeless grading/finishing system designed specifically for broadcast television and multi-format requirements will round out the company's Nucoda line. Features, pricing, and product names will all be unveiled at the show, and both products will be demonstrated on Digital Vision's stand, 7.731.

#### **Software-based Restoration Tool Automates Processes for High-volume Remastering**

The product of 20 years of development and innovation, Digital Vision's DVNR and DVO systems have become industry standard tools for image enhancement and restoration. To address the specific requirements of the emerging 'volume restoration/re-mastering' market, the company will introduce a new software-based restoration tool into its market-leading image enhancement product line. This first-of-its-kind software package leverages inexpensive computing power, sophisticated software and a simplified UI to automatically fix common problems in video and film restoration quickly and cost-effectively. The product will provide fast, efficient, and high-quality digital remastering in various packaged media formats that address pay-per-view and pay-per-download VOD over IP services offered by providers and content owners.

#### **Open, Flexible Tapeless Grading/Finishing for Broadcast & Multi-Format Deliverables**

Digital Vision will also launch a new product specifically designed and priced for companies who grade and finish content for broadcast television, HD DVD, Blu-ray, broadband VOD, and mobile, within its Nucoda line. The new system will support an SD or HD video environment, fully data-centric workflows, and offer extended support and integration for broadcast formats, servers, and playout and distribution devices. With full support for MXF, Quicktime, DPX, and Avid DNxHD, and integration with Avid and DVS Platform servers and storage, the new television-focused system – like all products in the Nucoda line – will be able to color grade file-based media natively, in an entirely open environment. The company will also introduce a new software-based motion-compensated standards converter as an option to all the products in the Nucoda line.

"The process of 'finishing' content, whether for first-run film or television or re-

sale is being re-defined by the different deliverables content creators must produce,” said Digital Vision president and COO Simon Cuff. “The requirements for a system that facilities use to grade 120 minutes of feature film footage over six weeks are inherently different from that of a broadcaster processing 500 hours of footage every week, or grading programs hours before they air. Likewise, the close, human intervention required to restore a classic film requires a different approach than systems that have to automatically resolve common film and video problems to prepare multiple seasons of a series for high-resolution re-sale. The human interface, task management, and feature emphasis are very different, and these GUI and automation factors are what we’ve focused on to help our customers capture emerging opportunities early, so they can take the lead in new markets as they develop.”

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*Digital Vision provides innovative image restoration, enhancement, colour correction and data conforming systems that major movie studios, television networks and post-production facilities use to produce and enhance feature films, TV programs and commercials. The company’s Nucoda product line provides a strong suite of products for tapeless and non linear grading for HD broadcast and 2k/4k digital intermediate productions. The company’s award-winning products are a standard of the media and entertainment industry and are deployed at top facilities and broadcasters around the world.*

*Digital Vision AB was founded in 1988 and is headquartered in Stockholm, Sweden, with two wholly owned subsidiaries, Digital Vision (US) in Los Angeles, California, and Digital Vision UK in London, England. The company maintains its global presence through a network of qualified distributors.*

*Digital Vision is listed on the Stockholm stock exchange. For further information, go to [www.digitalvision.se](http://www.digitalvision.se).*