



FOR IMMEDIATE RELEASE

NAB BOOTH SL4531

E-MEDIAVISION.COM INTRODUCES HD-POINT
AT NAB2005

Additional innovations in the POINT family also announced

London, England, April 16, 2005: e-mediavision.com introduced at NAB2005 today POINT HD. POINT is an industry leading presentation and broadcast graphics system. It now features a HD (High Definition HDSDI) version, which provides SD and HD-SDI functionality from a single system.

Other upgrades include a 3D graphics feature - "NitroPfx", and 2D Video insertion via the "AVI" tool.

iPoint version for corporate presentation use has been enhanced to allow live analogue video and graphics to be displayed using laptop or desktop PC's, iPoint provides an entry level solution for presentations.

POINT is a touch screen system that allows operators to draw onto a TV picture in real time, giving immediacy and extra content to any broadcast.

Applications include sports (i.e., football, baseball, soccer, cricket, tennis, basketball and more), news, weather, conferences, training, and corporate presentations.

POINT is ideally suited to live productions due to its ease of operation. The control surface is a touch sensitive LCD (or Plasma *for in-shot use*) screen or Holo Screen with a simple graphical interface allowing fast and error free operation.

In a live situation waiting for things to happen is not an option, so the tools in POINT operate instantly, enabling the operator to concentrate on the commentary or presentation. The touch screen allows the user to instantly draw freehand, place animated arrows, and even recall previously saved graphics and animations. It is easy to freehand draw by simply touching and moving a finger across the screen. Scalable arrows can be dragged and curved in real time with two or more touches.



The POINT range of systems comprises:

POINT-HD	- Broadcast HD SDI & SD SDI system
POINT	- Broadcast SDI and Analogue system
POINT Trainer	- Off line and sports coaching application system
IPOINT	- Corporate presentation system

Recent users of POINT are:

The BBC Grandstand program, starting with the UK's premier horse racing event, the Grand National which was broadcast at the beginning of April.

SVT (Sweden) and ViaSat (the largest sports broadcaster in the Nordic) who will be using POINT for Soccer, Ice Hockey, Basketball and Horse Racing.

TWI (Transworld International) has purchased a mobile system for usage around the world at major events, including the current Cricket Test series.

Kuwait TV has a custom four-presenter configuration for use in sports and news coverage.

VTM (Belgium), use POINT for News, Weather and Sports programming.

Sky Sports uses POINT on various sporting events, including soccer and cricket.

ABOUT E-MEDIAVISION.COM

e-mediavision.com, based in London, England, is a world leader in real time video graphic systems for the sports, news, weather and media markets. Blazing a new trail in live TV illustration the company's latest range of POINT products has been developed in close collaboration with some of the world's leading sports broadcasters. POINT creates visually stunning graphics that create compelling viewing for the audiences, yet is simple to use for presenters. For more information, go to www.e-mediavision.com

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