

## Digital Vision Press Release

### DIGITAL VISION AND CINEFORM PARTNER TO SUPPORT SILICON IMAGING SI-2K CAMERA

**London, UK, 27 January 2010** –Digital Vision is today announcing its partnership with CineForm as a key element of its forthcoming Nucoda 2009.1 release. The new software, which will be unveiled at next month's Broadcast Video Expo show in London, will include native support for the CineForm RAW format used by Silicon Imaging's highly-acclaimed SI-2k camera.

“Following feedback from our customers we have introduced native support for SI-2K material. This is a highly attractive proposition for film makers who were impressed by the success of the camera's use on Oscar winning movie *Slumdog Millionaire*”, explains Bruno Munger, Digital Vision Product Manager. He adds, “Digital Vision is one hundred per cent committed to its customers and as such we are supporting the industry's most popular digital camera formats to enable customers to provide clients with the choice, flexibility and quality that they expect.”

“CineForm RAW has earned the reputation in the industry as the compressed raw format of choice for pristine image quality,” added David Taylor, CEO and co-founder of CineForm. “Extending CineForm RAW to the Digital Vision workflow is a natural fit that will result in significant value-add for Digital Vision's customers. Our two companies share the same commitment of extremely high image quality throughout the workflow, from camera to post production to finished product.”

Digital Vision will be exhibiting at Broadcast Video Expo, February 16<sup>th</sup> – 18<sup>th</sup> 2010, on stand L30.

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## **About CineForm**

CineForm Inc. develops compression-based workflow solutions for the post production marketplace. Offering the industry's highest fidelity compression technology, CineForm is trusted among Hollywood filmmakers, television producers, videographers and digital media artists who rely on high image quality, high performance and innovative compression-based workflow solutions with up to 4k spatial resolutions for their online content creation projects. Available on both Windows and Mac platforms, CineForm workflow solutions are optimized for direct-to-disk camera recording, high-resolution post production and long-term content archives. For more information, visit [www.cineform.com](http://www.cineform.com).

## **About Digital Vision**

Digital Vision provides innovative image restoration, enhancement, color correction and data conforming systems that major movie studios, television networks and post-production facilities use to master and deliver 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 three wholly owned subsidiaries, Digital Vision (US) in Los Angeles, California; Digital Vision UK in London, England; and Digital Vision in Hong Kong, China. 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). <<http://www.digitalvision.se/>>.

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