

e-mediavision.com Enhances TV production with POINT-HD version 2.0 at NAB

Leading broadcast telestrator and presentation system

London, UK – April 24th 2006 – e-mediavision.com (www.e-mediavision.com) premieres the world launch of POINT-HD V2 incorporating a new enhanced HD graphics engine that provides spectacular new effects and tools to captivate audiences. “The introduction of POINT-HD V2 is a milestone in the continuous development and enhancement of the most advanced telestrator system for TV presenters available today, we have added a range of new effects and tools to enhance the viewer experience, lowered the production costs and made it easier and quicker for the engineers to setup” said Kash Acharya Managing Director of e-mediavision.com.

POINT-HD is a story telling tool for TV presenters and analysts. POINT allows the talent to draw and annotate over live video, using animated graphic tools to enhance the viewer experience. POINT is ideally suited to live productions due to its ease of operation. The control surface is a touch sensitive LCD, Plasma or POINT-Holographic 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 presenter to concentrate on the commentary or presentation. The touchscreen 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.

With POINT-HD, broadcasters can now work in HD or SD formats, supporting all the major HD formats from 720p through to 1080i/p and SD formats for 525 or 625 productions, the POINT can be operated to provide Key and Fill outputs or by using the internal broadcast keyer, the POINT can provide graphics keyed over video. With POINT-HD the number of required cables is also reduced, since the POINT can Genlock to the incoming HD-SDI or SD-SDI video input there is no need for analogue reference feeds, which allows the POINT to be operational in a matter of minutes. The compact POINT-HD can be easily deployed in studio or outside broadcast events.

POINT-HD V2 new graphics engine provides a number of unique features such as transparency within the drawing tools allowing the viewer to see the action under the graphics whenever the presenter is annotating over the video, custom graphics can be imported and used as tools allowing a unique branding. Animation and custom textures with lighting effects can also be applied to the drawing tools enabling eye catching graphics to be realised.

POINT-HD applications include sports (i.e. football, baseball, soccer, basketball and more), news, weather, conferences, training and corporate presentations. POINT users include the BBC, BskyB, SkySports, TWI, MNET, NTV+, ART, MBC, SBS and more.

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.