

NAB BOOTH SL-8205

## E-MEDIAVISION.COM ANNOUNCES NEW FEATURES

### TO POINT-HD TELESTRATOR

London, England, April 12, 2010...e-mediavision.com today announced new features to POINT-HD, which will be demonstrated at NAB 2010. Point-HD is a high definition broadcast Telestrator popular with sports and news commentators alike. POINT-HD enables presenters to tell their story easily live on air.

With POINT-HD, presenters can annotate, draw, place and move animated graphics over live video, using a touch screen monitor(s). The user interface can be customized to suit individual preferences, allowing the non-technical presenter to easily use the tools live on air with minimal training.

From a production point of view, POINT-HD allows customized graphics to be imported and used as a tool within the presenter's interface, thus enabling any program to have its own unique look and feel. Use of the industry standard Targa graphic file format within POINT-HD ensures that the graphic workload is kept to a minimum by allowing a common library of TV station graphics to be reused within POINT-HD.

POINT-HD is suited for both studio and outside broadcast productions, and the system can be set up quickly with minimum fuss or technical engineering resources. POINT-HD supports both SD and HD formats. The system provides for SDI input and provides SDI key & fill or graphics keyed over video outputs. POINT-HD outputs are genlocked to the SDI input, which reduces cable requirements for reference signal input and saves on engineering time by not having to time the output signals at the vision mixer/switcher. POINT-HD allows the presenter's touchscreen monitor(s) to be located remotely from the main system unit by use of KVM extenders using CAT5 (300 meters, 1200 feet) or fiber optic (10Km) transmission.

POINT HD New additions for NAB 2010 include:

HTML Tool – allowing live navigation and display of web based media on-air

Animated Texture support – onscreen graphic effects can now incorporate animation

HD-Zoom – Real time zooming of HD and SD sources as well as selective zooming of web page content, such as YouTube videos.

Live & Preview button –allows talent to preview graphics in advance to showing on-air

Stock Chart & Trading Tools –A new range of Telestration tools for the financial analyst working with stocks and charts, Fibonacci retracement, one touch Horizontal and Vertical cursor tools have been added to this latest version.

A host of new clients have adopted the use of POINT-HD Telestrator for their broadcasts, some of which include:

Thompson Reuters – Financial Trading Broadcasts.

BBC Sports – Vancouver winter Olympics coverage, special configuration of two POINT-HD systems linked via the internet allowed talent / presenters in Vancouver to draw over a SD feed, whilst at the same time the graphics appeared on a HD feed via a remote system located in London UK.

FOX News – added more POINT-HD systems to their new HD studios and control rooms, allowing talent / presenters to show and annotate over live web pages, video clips and maps.

POINT-HD is validated for use with HP workstations and is available in a ready to use system solution with includes the workstation, touch screen, and KVM extenders or as a software and HD I/O card bundle for clients wishing to configure their own custom solutions.

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, as well as multi-image display solutions with its X-View display processors and X-Com control and monitoring system.

For more information, go to [www.e-mediavision.com](http://www.e-mediavision.com).

###

All trademarks used herein, whether recognized or not, are the properties of their respective companies

e-mediavision.com

Kash Acharya

+44.208.755.2014

kash@e-mediavision.com

Media Contacts

Sharon Adcock

+1.310.545.9731

SkiAdcock@aol.com