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NAB BOOTH SU-8641

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**E-MEDIAVISION.COM INTRODUCES NEW UPGRADES & INNOVATIONS
TO POINT AT NAB2004**

London, England, April 17, 2004: e-mediavision.com announced at NAB 2004 today a series of upgrades and innovations to POINT, its industry leading presentation and broadcast graphics system. POINT now features a Holo Screen version for use in broadcast, AV and corporate presentations, and a touch screen laptop version for sports training applications. Also new for NAB 2004 are a selection of POINT graphics tools and a recording system for easy playback on air.

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:

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| POINT | - Broadcast SDI and Analogue system |
| POINT Lite | - Broadcast entry-level system |
| POINT Trainer | - Off line and sports coaching application system |
| IPOINT | - Corporate presentation system for drawing over computer-based s/w and images |

New tools for NAB 2004 include:

- **VTR/ Slo-Mo control:** A new tool to allow presenters to control VTR via the touch screen.
- **Animation/logos:** Using simple AVI files, animation or logos can be added and moved around the screen, i.e. show team formations with animations of players.
- **Sports Timer:** Onscreen clock allows presenter to quickly explain times using a stopwatch function
- **Record Move Tool:** Allows the presenter to create and record presentations and easily recall them on air.
- **Name Generator:** Using a graphic template, users can easily add text to create a list of team roster graphics ready to use by the POINT.

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 (Euro 2004 championships), 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 have 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 are simple to use for presenters. For more information, go to www.e-mediavision.com

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