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PRESS RELEASE

3 September 2008
For immediate release

intoPIX and Omnitek launch the " JPEG 2000 development kit" at IBC 2008

Louvain-La-Neuve, Belgium: **intoPIX**, the leading high performance JPEG 2000 solution provider and the innovative test and measurement manufacturer **Omnitek** launch together at IBC 2008 a tailor-made development kit designed to assess the JPEG 2000 compression. The kit is composed of the AVDP board, fitted with a Xilinx® Virtex5® SX95T or LX110T and intoPIX's JPEG2000 IP-Cores. The pre-installed IP-Cores on the FPGA can either be encoder and/or decoder, handles HD to 2K images at compression ratios from visually to mathematically lossless.

The AVDP (Advanced Video Development Platform) is specially designed to fulfil the needs of R&D teams and to develop and integrate new audiovisual platforms. The board is mounted on a 4 lanes PCI express port and equipped with a double HDSDI i/o. The PC-based system along with the windows GUI application enables video engineers to prototype and test complex high-speed signal processing algorithms in real-time within a compact and cost-effective package.

"We feel very comfortable with the design of the AVDP board. Its flexibility along with the Xilinx® Virtex-5® integration allows smooth and easy development process. The board is a tremendous tool to experiment FPGA implementations. The complete set of firmware IP-Blocks and software components eases the series production design"; said Jean-François Nivart CEO of intoPIX.

"Because of its scalability, its respect of picture quality and its intra-frame asset, we believe that JPEG 2000 is a very promising image compression technology. Omnitek is proud to collaborate with intoPIX to bring this format available to the audiovisual industry"; said Roger Fawcett Omnitek managing director.

This new product is already available. During IBC, the kit will be demonstrated at intoPIX's booth. (10.D29)

"With this kit, we are telling the industry to take a closer look at all the many benefits they could gain with the use of this license free compression format. With our technology, to imagine a complete workflow from acquisition through the post-production process is now possible"; said Pedro Correa, Application Manager at intoPIX.

For more information, or to schedule a demo at IBC, contact sales@intopix.com.

About intoPIX

intoPIX develops and commercializes high end image processing and security tools in large data streams with high intrinsic value. The applications are aimed especially at pictures having demanding requirements in quality, security and authoring rights. Based in Louvain-la-Neuve (Belgium), intoPIX was established in 2005, quickly becoming the international reference for hardware JPEG 2000 coding solutions. More information on the company and the products can be found on the website at www.intopix.com

About OmniTek

OmniTek is an innovative test and measurement company formed in 2001, specialising in the development of waveform monitors, video signal generators and picture quality analyzers for SD, HD video in broadcast, post production, and color grading applications.

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