



Press Release

Place de l'Université, 16,
1348 Louvain-la-Neuve, Belgium

Telephone: +32 10 23 84 70

7 March 2007

intoPIX JPEG 2000 decoder compatible with Philips CineFence watermarking solution

Following tests of its single chip FPGA decoding core intoPIX has announced the full compatibility of its DCI compliant IPX-JP2K JPEG 2000 decoder with the advanced Philips CineFence digital cinema watermarking solution.

Tests, which comprised of a 2K screening of the demanding animated short movie 'Elephants Dream' produced by the Open Orange Movie Project, were first made to confirm the absence of any visible artifacts on the screen. These were then followed by a recording of the projected image using a consumer grade camcorder to successfully identify the server, projector, location and date codes using Philips CineFence watermarking detector.

"We are delighted by our cooperation with Philips" commented Jean-Francois Nivart intoPIX C.E.O "and to have achieved this important milestone in our ambition to offer the most efficient and highly integrated JPEG 2000 solution available"

Added Ronald Maandooks, Senior Director, Business Development of Philips Content Identification "The Philips CineFence forensic watermarking solution is now used in over 2000 digital cinemas worldwide, and our cooperation with intoPIX a next step in our ensuring its widest possible availability to the content industry"

Philips and intoPIX are now cooperating in a short series of trade presentations; highly successful event in LA and Tokyo, being followed by demonstrations at ShoWest in Las Vegas 12-15 March where intoPIX will also officially launch its single chip IPX-J4K 4K resolution JPEG 2000 decoder.

-----END-----

About intoPIX

intoPIX develops and markets handling tools for large data stream with intrinsic high value with special regard to pictures having value in their quality, security and authoring rights.

Based in Louvain-la-Neuve, Belgium, intoPIX was established in 2005 following a decision taken in 2001 by the Catholic University of Louvain (UCL) to direct the activities of its Electronic, Cryptographic and Image Compression laboratories towards the provision of JPEG2000 compression solutions.

intoPIX's world leading competences include FPGA and software engineering, JPEG2000 image compression and symmetric-asymmetric security.

Contact: Keith Morris, intoPIX s.a.
Tel.: +33 6 69 64 86 11
Email: k.morris@ intoPIX.com
www.intopix.com