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Media Contact: Sharon Adcock  
[SkiAdcock@aol.com](mailto:SkiAdcock@aol.com), +1.310.545.9731

**E-MEDIAVISION.COM ANNOUNCES NEW VERSION OF POINT-HD**

*Leading presentation and broadcast system*

London, England, September 9, 2005...e-mediavision.com is showcasing at IBC 2005 the newest version of its POINT-HD system. POINT-HD was introduced earlier this year at NAB 2005. POINT is an industry leading presentation and broadcast graphics system. It now features a HD (High Definition HDSDI) version, which provides SD and HD-SDI functionality from a single system.

The new version of POINT-HD incorporates Nitro-Pfx - full 3D graphics and animation tools, and will preview the POINT-2Key tool, which allows graphics to be placed onto the actual pitch surface. With the new Nitro-Pfx 3D graphics and the combination of POINT-2Key tool, presenters and journalists can now comment and annotate with graphics which are drawn onto the play sports surface, the graphics appear under players on the field and provides a more realistic viewer experience.

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 includes:

POINT-HD	- Broadcast HD SDI & SD SDI system
POINT	- Broadcast SDI and Analogue system
POINT Trainer	- Off line and sports coaching application system
IPOINT	- Corporate presentation system

Users of POINT include the BBC, SVT (Sweden), ViaSat, TWI (Transworld International), Kuwait TV, VTM (Belgium) and Sky Sports.

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

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