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### **E-MEDIAVISION.COM INTRODUCES POINT-HOLO AT IBC 2005**

London, England, September 9, 2005...e-mediavision.com formally introduced at IBC today POINT-Holo.

POINT-Holo is a holographic touch-screen capable display screen designed for studio use. The screen provides the ability to display video images from a standard projector in a TV set without the need for blackouts or cumbersome projection housings. POINT-Holo allows presenters to be situated close to the screen and fully lit with Key Light, without affecting the video picture on screen. The screen is also semi transparent and allows for the camera to see through into the background set when no image is displayed. In terms of effect the viewer sees a floating video image appear on screen, and captivates audiences when the presenter is also able to interact with the video using the POINT graphics system.

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.

### **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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