



QuVIS Acuity™

QuVIS Brings Digital Cinema to a New Dimension

Recent IBC 3D Screening and High Profile Panel are the Latest in Many Recent and High Profile Demonstrations

TOPEKA, KS - September 29, 2005 - QuVIS, the leading name in Digital Cinema servers, took part in one of the most innovative 3D presentations to date at this year's IBC Conference. The event featured the 3D Digital Cinema presentation of segments from numerous major motion picture releases and was attended by over 200 people. The company has also been involved in similar screenings at the 2005 ShoWest, 2005 NAB, 2005 INFOCOMM, the Directors Guild of America, The AMPAS/HPA Digital Technologies Conference, The British Film Institute, Cinema Expo and the Jackson Hole Wildlife Film Festival. QuVIS will also be participating in a high profile panel hosted by ETC's Digital Cinema Labs today.

At IBC2005, the QuVIS Acuity was integrated into a system supported by numerous other high-profile manufactures within the digital cinema industry. The QuVIS Acuity was selected as the playout device due to its capability of sending frame-accurate synchronous playback via dual-link HD-SDI. The QuVIS Acuity enables the real-time recording of two separate sources images to be then stored as a single synchronous file on a single server eliminating the concerns of losing sync in playback.

The only servers in the market that enable such an exact and innovative approach to 3D, the QuVIS 3D servers are the only practical solution to the new 3D experiences. There are three primary QuVIS servers enabling this type of experience: the 3D mastering and playback QuVIS Acuity, the DCI JPEG2000 and 3D-enabled QuVIS Cinema Player 3D, and the QuVIS Ovation 3D for other large screen venues.

Today, QuVIS is participating in a panel entitled "Digital Cinema and 3D: Business, Production and Distribution Trends," sponsored by ETC's Digital Cinema Lab in Hollywood. QuVIS' George Scheckel, VP of Digital Cinema, will join other luminaries from technology and entertainment companies as they speak about the past, present and future of this burgeoning industry.

"QuVIS has supported single server 3D experiences since April 2004 and continues to work within the Digital Cinema community to support 3D Mastering, post production and display capabilities for themed and theatrical entertainment," Jim Graham, VP of Sales and Marketing, QuVIS, said.

The exhibition community can now offer a premium viewing experience to compete with the growing HDTV market for homes. The content creators are more motivated than ever to develop this innovative content. George Lucas already has plans in the works for recreating the Star Wars saga in 3D and the Hollywood rumor mill is hinting at other major upcoming releases as early as this year's holiday season.

With such notable figures as Lucas, Cameron, Robert Rodriguez, Peter Jackson and many others, in support of this newest push in Digital Cinema, QuVIS is prepared to bring this evolution of cinema to the masses. "We have always stayed at the forefront of developments in Digital Cinema, and been recognized as the premier server manufacture to address these always evolving needs," Graham said. "As a manufacture, we are ready for 3D, but I don't think the public could ever be prepared for how amazing this imagery really is."