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“CRACKING THE MASS MARKET” - DVcolor invited to present their breakthrough process at British Telecom seminar in London, UK

Montreal, October 17, 2003 - DVcolor is proud to announce that it has been invited to present its breakthrough High Definition and Standard Definition solutions for motion pictures and digital moving images at the upcoming “Cracking the Mass Market” seminar to be held November 27th at British Telecom (BT) Tower in London, UK.

This seminar is part of an exclusive series of Broadcast Thought Leadership Seminars, hosted by BT Broadcast Services (BTBS), the broadcast and media solutions arm of BT, to profile and launch new solutions for the broadcasting industry. The event is for Chiefs of Broadcast Engineering, Senior Strategic Planners and CTOs in the Broadcast and Media sectors that can most benefit from the profound effect that DVcolor’s unique technology will have on all aspects of the digital supply chain including networking.

By building on its core intellectual property development, DVcolor aims to become the new industry standard for optimizing picture quality and cost of delivery. For instance, using DVcolor’s new process, content owners and those responsible for post-production storage and delivery networks can reduce an original of 1.5Gbps HD uncompressed source to just 5-Mbps while preserving the same perceptual quality. This opens up many exciting business opportunities as new ways to leverage content become viable.

DVcolor preserves and even enhances the image integrity and is fully compliant to the present and future digital media value chain.

“Through its combined technology and process, DVcolor sets a new benchmark in becoming the first viable alternative to video-based transport and distribution of professional, broadcast quality film that leverages existing IT equipment and infrastructure,” declared David Jamieson, Head of Content Services for BT Broadcast Services.

“The UK is at the forefront of developing digital video and film businesses in Europe, and as such is a strategically important market for us,” said Gilles Quenneville, President and CEO of DVcolor.

BT Broadcast Services

BT Broadcast Services (BTBS) is the broadcast and media solutions arm of BT. It provides a comprehensive range of terrestrial and satellite based multimedia

transmission solutions as well as systems integration, content and customer management services.

BTBS offers flexible and cost-effective services to an international client base including broadcasters, news agencies, production companies and special events organisers as well as large corporations around the world.

At the forefront of innovation, BTBS delivers technically advanced services based on the latest video and Internet technologies. These include video streaming, digital terrestrial television, high-speed Internet access via satellite and digital business TV. BTBS is a division of BT Global Services BT's international broadband and solutions business, focused on business and wholesale customers. With the largest broadband network coverage in Europe, BTBS is focused on the explosive growth in data transport and value added services.

DVcolor is a Montréal based company that offers innovative, advanced, digital image processing solutions based on intellectual property developments. The company empowers the film and video industry with the highest professional quality standards by significantly improving the quality of compressed video over low to medium bit-rates. This gives clients a strategic advantage which enables the successful deployment of high-value, high-resolution content over broadband digital networks, including high-speed Internet, satellite networks, cable distribution (video on demand), wireless networks, gaming platforms, in-room projections, distribution on CD-ROM or DVD. DVcolor further supports its clients with strategic expertise in digital media technologies.

Information:

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