

## Press Release

Iviewit in ATSC TechZone at NAB April 5-10 in Las Vegas, Nev.

Armonk, N.Y. December 17, 2013/PRNewswire-FirstCall/ -- Iviewit, the proprietors of the enabling technologies for Connected TV, benefiting from its status as a voting member of the Advanced Television Systems Committee, Inc. has been invited and has accepted to display at The ATSC TechZone at NAB in Las Vegas, Nev.

On December 17, 2013, by electronic mail, Iviewit was invited and has accepted to display at NAB on April 5-10 in Las Vegas, Nev.

CEO P. Stephen Lamont states "Having Greg Thagard (the inventor of the DVD player along with Warren Leiberfarb) on board as Co-CTO and Board Member and Kumar Ramaswamy (Thomson - Grass Valley) as Co-CTO, much in the way iviewit revolutionized digital video more than a decade ago, we hope to make valuable and insightful contributions to shaping the future of the DTV Industry."

Lamont continues to state: "Our talented group of video engineers will have involvement in the DTV Standards development at several levels: Specialist Group, to Technology and Standards Group, to Full Committee involvement in planning teams to determine new areas needing standards; develop and provide information on the implementation of ATSC Standards and Recommended Practices; voting on the proposed Standards and Recommended Practices; drafting stage in the Technical Group level; and on draft Standard in Full Committee coordinating and harmonizing with other standards-setting bodies in the US and around the world with the voice to the FCC, ITU-R, governments, and press."

In recognition of Iviewit's status as the enabling force for the ecosystem of Connected TV, as the inventors of video scaling at the 320x240 frame size, streaming video, and digital zoom, the ATSC will provide Iviewit a fully furnished exhibit space including furnishings, graphics, and electrical in the ATSC TechZone in the Convention Center North Hall.

Light refreshments will be served.

SELECTED LIST OF ATSC MEMBER COMPANIES AND ORGANIZATIONS

ABC NETWORKS	APTS
BELOS	CBS
BROADCOM	DIRECTV
CEA	DOLBY
CISCO	DISH NETWORK
COHERENT LOGIX	ERICSSON
COMCAST	FRAUNHOFER
COX MEDIA	CONSUMER ELECTRONICS ASSOCIATION
ENVIVIO	LG
HARMONIC	M.I.T.
IVIEWIT HOLDINGS, INC.	MITSUBISHI
MARVELL	NBC
PANASONIC	SAMSUNG
NAGRA	SHARP
QUALCOMM	SILICON LABS
SANYO	SMPTE
SIGMA DESIGNS	TECHNICOLOR
SINCLAIR BROADCASTING	UNIVISION
SONY	ZENITH
TOSHIBA	VIZIO

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