

## Press Release

### Iviewit - Outlines Stage 1 of its Future Development Pipeline

Armonk, N.Y. January 01, 2014/PRNewswire-FirstCall/ -- Iviewit, the proprietors of the enabling technologies for the ecosystem of Connected TV, outlines stage 1 of its future development pipeline.

Chairman and CEO P. Stephen Lamont states:

While much of these developments are proprietary as we file provisional patent applications, what I can say is this - Leveraging the core competencies of our Co-CTO's Greg Thagard and Kumar Ramaswamy, and following directly on iviewit's video scaling formulas combined with digital zoom patent, iviewit's video processing solution [in development] is a particular case of signal processing, which will employ video filters and where the input and output signals are video files or video streams. Video processors when combined with iviewit's video scaling formulas create a video processor that improves the apparent definition of video signals. They will perform the following tasks: deinterlacing, aspect ratio control, digital zoom and pan, brightness - contrast - hue - saturation - sharpness - gamma adjustments- frame rate conversion and inverse-telecine - color point conversion - color space conversion - mosquito noise reduction - block noise reduction - detail enhancement - edge enhancement - motion compensation - primary and secondary color calibration (including hue/saturation/luminance controls independently for each)

Lamont goes on to state, "iviewit's backbone, enabling technologies when combined with our status as voting members in the Advanced Television Systems Committee, developing the future of the digital TV industry, you can expect the video processing solutions to be enabling along those lines. Stay tuned for Stage 2 and Stage 3 of this development pipeline, it's going to be the 'bomb.' We expect working prototypes to disclose to our partners by NAB 2015"

P. Stephen Lamont  
Chairman and CEO