

## Press Release

### Iviewit - Gains Admission as an Institutional Member of the Society of Motion Picture and Television Engineers

Armonk, N.Y. January 21, 2014/PRNewswire-FirstCall/ -- Iviewit, the proprietors of the enabling technologies for Connected TV, gains admission as an Institutional Member of the Society of Motion Picture and Television Engineers.

On January 21, 2014, by electronic mail, Iviewit was admitted as an Institutional Member of the Society of Motion Picture and Television Engineers ("SMPTE"). CEO, P. Stephen Lamont states "as inventors of the enabling technologies for the ramping ecosystem of Connected TV, such solutions are essential to advance theory and development in the motion imaging field." Lamont further states "we look forward to being a driving force as the SMPTE publishes ANSI-approved Standards, Recommended Practices, and Engineering Guidelines, along with the highly regarded SMPTE Journal and its peer-reviewed technical papers."

In its March 2013 application, CEO Lamont stated "As a worldwide leader in pre-processing techniques prior to compression for delivery of video from proprietary encoding methods to streaming to efficient decoding on anything from small handheld devices to tablets to large 3D high-definition screens with the lowest bandwidth and storage requirements and less processing power, Iviewit has a strong interest in the work of the SMPTE and we deem our solutions essential as the inventors of video scaling at the 320x240 frame size, the inventors of streaming video, and the inventors of digital zoom." The Society agreed.

CEO Lamont closed by stated "To accomplish SMPTE's mandate, Iviewit will participate in SMPTE annual conferences and seminars, will contribute publications to the highly regarded SMPTE Journal, which is recognized around the world for its well-researched technical papers, tutorials, practical application articles, standards updates and SMPTE Section Reports."

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