

## Press Release

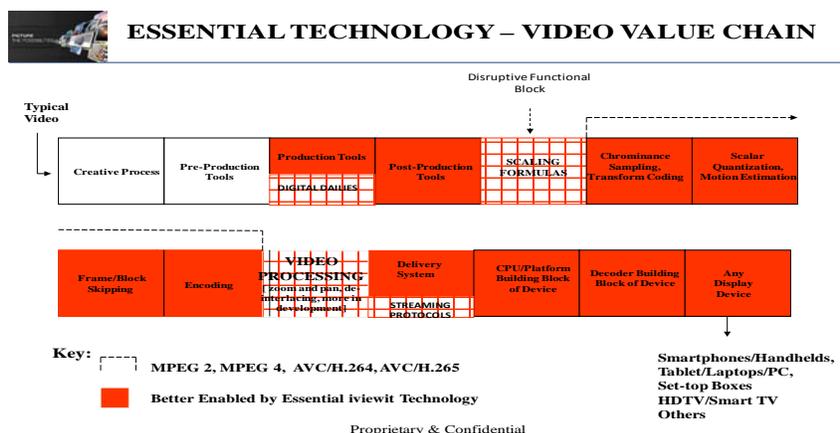
### Iviewit - Broadens End to End Video Solutions

Armonk, N.Y. April 03, 2014/PRNewswire-FirstCall/ -- Iviewit is the enabler of the phenomenon know as “Connected TV.”

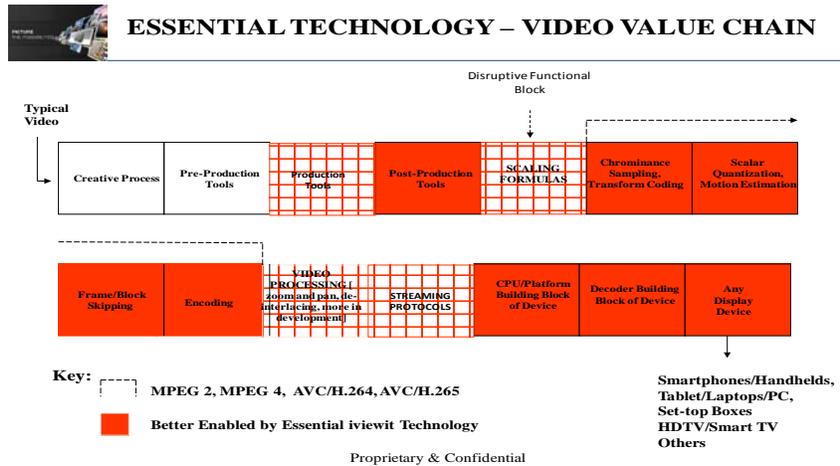
“Staking the claim as the inventors of scaled video at the 320x240 frame size -- streaming video -- and digital zoom and pan, is a nice to have” states Chairman and CEO P. Stephen Lamont. “But, to take ownership of the end to end solutions for digital video across all networks and viewable on all display devices is what made the great technology companies of the world what they have become today - game changers.”

Lamont explains:

April 2014: Presently, as is well known, the creation of iviewit’s disruptive functional block - preprocessing prior to compression by any generic compression solution - changed the world of video some ten years ago. Now content owners are using iviewit’s scaling formulas within their production process in a film making segment called “digital dailies.” Digital dailies are the raw, unedited footage shot during the making of a motion picture. So called because usually at the end of each day that day’s footage is developed, synced to sound, and printed on film in a batch for viewing the next day by the director and some members of the film crew. Nowadays, however, utilizing iviewit’s proprietary 320x240 frame size, the day’s footage is merely encoded as such and passed around as DVD discs to relevant members of the shoot almost immediately! When you combine this with iviewit’s streaming video protocols, this is what iviewit occupy:



Lamont continued “Presently, professional digital video cameras shooting footage at iviewit’s proprietary 320x240 frame size possess a penetration rate of approximately 10% of the market growing at 18% per annum. At the other end of the spectrum iviewit’s streaming video protocol comprise 20% of all on demand viewing and growing.” Lamont states: “Just by market preferences ALONE driving utilization of digital video cameras and on demand viewing by streaming, this is what iviewit will occupy:”



Lamont closed by stating “iviewit values originality and innovation and we pour our lives into making the best products on earth – we love digital video and look forward to all content streaming by 2018!”