PRESS RELEASE

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intoPIX demonstrates its new 4K JPEG 2000 encoder

in the Xilinx booth at NAB 2008

Louvain-la-Neuve, Belgium, 28 March, 2008: intoPIX, the leading provider of JPEG 2000 compression solutions, is proud to announce that Xilinx will feature its advanced new Encoder at NAB 2008.

Closely following the launch of its single chip JPEG 2000 Encoder at the ShoWest Cinema convention in March, intoPIX technology has been chosen to demonstrate the benefits of the Xilinx ® Virtex®-5 FPGA platform at the NAB conference, Xilinx booth #SU9926 in the South Hall of the Las Vegas Convention Center.

The intoPIX demonstration of a full JPEG 2000 HD 4:4:4 encode to decode of 12 bit source images in real time via a DVI output will be a leading edge application feature in the Xilinx booth**.**

In common with all intoPIX IP, the new encoder is based on a single, cost effective Xilinx Virtex-5 FPGA. Its capabilities, greatly exceeding Digital Cinema specifications, allow encoding of multi-stream HD images in real-time at up to 120 frames per second, adding another significant benefit to JPEG 2000's scalability and up-to-lossless compression quality for broadcast users.

intoPIX is also demonstrating its well established IPX JP4K-D decoder in the Central hall, booth **C11819G.**

For further information, or to arrange a meeting with an intoPIX representative during NAB 2008, contact Olivier Rey, Sales Manager on o.rey@intopix.com or GSM +32 477 20 79 98.

About intoPIX

intoPIX develops and markets handling tools for large data stream with intrinsic high value with special regard to pictures having value in their quality, security and authoring rights.

Based in Louvain-la-Neuve, Belgium, intoPIX was established in 2005 following a decision taken in 2001 by the Catholic University of Louvain (UCL) to direct the activities of its Electronic, Cryptographic and Image Compression laboratories towards the development of efficient JPEG 2000 compression solutions.

intoPIX's world leading competences include FPGA and software engineering, JPEG 2000 image compression and symmetric-asymmetric security.

More information about intoPIX and its full range of IP for Broadcast and Digital Cinema applications are available on www.intopix.com

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Visit us at NAB2008 in Las Vegas booth U11819G

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