



## PRESS RELEASE

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14 April 2009  
For immediate release

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### **intoPIX and Village-Island launch intoPIX-Island in Japan**

***intoPIX-Island Co, Ltd. will accelerate adoption of JPEG 2000 in Japan and develop new high demanding audio-visual solutions***

Louvain-La-Neuve, BELGIUM and Tokyo, JAPAN - 3 April 2009 -- intoPIX and Village-Island announce today the creation of the joint venture company intoPIX-Island.

The company will combine Village-Island Broadcast market experience with intoPIX image and secure solutions leadership, enabling the joint venture to become a leading provider of JPEG 2000 solutions for customers of all sizes -- from small businesses to large enterprises.

Drawing on the combined strengths of Village-Island and intoPIX, the intoPIX-Island company will be able to provide the best value through expanded research and development, a broader range of intoPIX products and services, increased sales and support capabilities and a more comprehensive set of market offerings.

*"In regards with the continuous demand for higher broadcast video quality and performances, and in regards with deployment of new high-bandwidth transmission systems, this is a strategic positioning for Village Island to be part of this new adventure for the Japanese broadcast industry. Village Island, and its large network of partners, is also looking forward to pioneering new broadcast application, based to the continuous evolving performances of JPEG 2000 and intoPIX exceptional leadership in compression technology" said Michael Van Dorpe, Village-Island CEO".*

*"This agreement is key to intoPIX strategy of becoming a leading global provider of best-in-class JPEG 2000 image and secure technology. We are investing the necessary resources in order to make intoPIX-Island successful. Building on our strong association with Village-Island, we look forward to creating an infrastructure that can address high-demanding audio-visual applications in Digital Cinema, Broadcast, Medical Imaging and Archiving in Japan ", said Jean-François Nivart, CEO of intoPIX.*

intoPIX teams and business partners will continue offering complete technology solutions, with the intoPIX-Island as a local partner in Japan.

intoPIX-Island will be located in Tokyo, Japan, currently the headquarters of Village-Island K.K. The Chief Executive Officer of Village-Island, Michael Van Dorpe, will head the new company.

intoPIX-Island K.K. will be fully operation from NAB 2009. Several members of intoPIX-Island will be present at intoPIX booth (SU 7523A). For more information or to schedule an appointment during the show, please contact [sales@intopix.com](mailto:sales@intopix.com)

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### **About Village-Island**

Village Island is a challenging, young and dynamic company well known in Japan and in the broadcast industry. Village Island activities range from distribution of broadcast equipment, custom development and integrations, as well as broadcast consulting and technical services. Village Island is dedicated to broadcasting and digital video processing, offering professional services through the whole East&South-East Asia and Pacific region. Village Island dispose of a customer base of several hundreds of key players and manufactures, and

references more than 1000 systems or equipments provided to system integrators., operators, TV&Radio stations, He equipments and STB vendors.

**About intoPIX**

intoPIX develops and commercializes high end image processing and security tools in large data streams with high intrinsic value. The applications are aimed especially at pictures having demanding requirements in quality, security and authoring rights. Based in Louvain-la-Neuve (Belgium), intoPIX was established in 2005, quickly becoming the international reference for hardware JPEG 2000 coding solutions. More information on the company and the products can be found on the website at [www.intopix.com](http://www.intopix.com)