

Sportvision relies on the power of the NVIDIA Quadro® FX 4000 SDI Graphics Board by PNY Technologies to compete in the High-Definition broadcast enhancement arena

Sportvision Inc, relies on the performance of the NVIDIA Quadro FX 4000 SDI by PNY Technologies graphics board to deliver its on-air football, basketball, baseball, and motorsports broadcast applications. These applications are used to create the "1st & Ten™" yellow line for NFL and college football, video-in-perspective for the NBA, and the popular racecar-tracking "pointers" for NASCAR. All of these applications enhance the fans' viewing experience of the sport by adding real-time graphics, live action statistics or action details to the telecast.



Sportvision's multiple Emmy-award-winning "1st & Ten" product utilizes the real-time rendering capability of the NVIDIA Quadro FX 4000 SDI by PNY graphics board to create the illusion that a yellow first-down line is painted on the field, allowing players to cross over and stand on it. 1st & Ten helps viewers understand the action on the field by showing them the necessary distance for a first down as plays progress. By creating this interactive experience through the use of real-time graphics, Sportvision is able to heighten the viewers' experience and attract more viewers to the sport. 1st & Ten is currently utilized in multiple NFL and college football broadcasts per week including games seen on FOX, Turner Sports, ABC and ESPN networks.

With the introduction of RACEf/x, Sportvision significantly increased the interactive experience of watching a NASCAR broadcast. RACEf/x allows networks the capability to not only attach real-time pointers to cars, clearly identifying the driver, but also deliver real-time data on the car such as throttle position, RPM, speed, acceleration, braking, etc. RACEf/x utilizes the power and real-time capabilities of the NVIDIA Quadro FX 4000 SDI by PNY graphics board with PureVision technology to deliver the live video effects which enhance the NASCAR broadcasts.

Native HD Support

According to Marvin White, Sportvision's Chief Technology Officer, "The NVIDIA Quadro FX 4000 SDI by PNY Technologies, with its powerful graphics processing and ability to output multiple broadcast video formats, allowed us to simplify our application design and render graphics to a High-Definition video frame without a loss in performance.

"The NVIDIA Quadro® FX 4000 SDI by PNY Technologies ability to output broadcast HD video was exactly what our products needed to compete in the High-Definition broadcast enhancement arena." - Marvin White, Chief Technology Officer, Sportvision

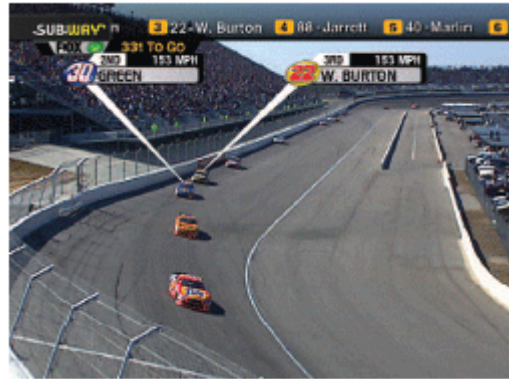
The power and performance of the NVIDIA Quadro FX 4000 SDI by PNY graphics board facilitates our support of native HD graphics. The NVIDIA QUADRO FX 4000 SDI by PNY Technologies graphics board can render out to multiple HD-sized textures and pixel buffers which, along with its ability to output broadcast HD video, was exactly what our products needed to compete in the High-Definition broadcast enhancement arena."

Reliability is key for on-air applications

Reliability is an important issue for Sportvision when selecting the technology they need to use for on-air operations. "Our systems are now simpler, faster, and can produce native HD graphical enhancements because of the FX 4000 SDI. The addition of the graphics board has resulted in more stable hardware operation in the field, and enhanced our ability to provide HD products to our clients with quick turnaround. The NVIDIA Quadro FX 4000 SDI by PNY provides the performance and reliability that we require. In addition, PNY Technologies was very responsive to our hardware needs; fulfilling our hardware requirements on short notice," concluded White.

About Sportvision

Sportvision, Inc. is the nation's premier innovator of sports and entertainment products for fans, media and marketers. A privately held corporation, Sportvision solutions have enhanced experiences for fans and marketing partners of the NFL, NBA, NASCAR, NHL, PGA TOUR, LPGA Tour, Major League Baseball, NCAA football and basketball, WTA, Major League Soccer and other sporting events on-air and online. The company has captured eight Emmy Awards for its products, including three for their signature broadcast enhancements, the virtual yellow 1st and Ten™ line and K Zone, and three for its pioneering advanced media work with NASCAR. Sportvision can be found on the web at www.sportvision.com.



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