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PRESS RELEASE

For immediate release

intoPIX and AXON build on successful collaboration

Companies introduces high definition JPEG 2000 enabled product at IBC 2012

Amsterdam, RAI, 07 September 2012 – On its stand at IBC, **AXON Digital Design (10.A21)**, a leading provider of modular broadcast systems will introduce its first product in the range of JPEG2000 enabled broadcast products. This product, the HLD100, a High Definition version of the previously presented SLD100, is the direct result of the partnership with **intoPIX (10.D31)**, a market-leading provider of JPEG 2000 compression solutions. Furthermore, new at IBC is the SLD 200 long time SD-SDI uncompressed baseband video delay with two discrete output delays.

The SLD 200 has been developed with +1 and +2 hour film channel, time zone compensation and Clip Server applications. The two individual output format engines of the SLD200 enable separate outputs with different delays (such as +1 Hour and 2 Hour). The JPEG 2000 enabled HLD100 module can store and delay up to two hours of HD material including all blanking as RAW data.

The SLD100, SLD200 and HLD100 employ SSD disk technology making the modules extremely robust and reliable with very low maintenance requirements. Furthermore, when compared to rival server-based solutions, they have a relatively low environmental impact. The power consumption of this dual slot device is approximately 35W - a ten-fold energy saving over comparable server based unit, which generates significant cost savings through decreased energy consumption and air conditioning requirements.

The hardware employed within the units is fully 3Gb/s SDI capable, ensuring future proof investment for later planned migration to HD and 3Gb/s workflows.

AXON is positioned at the leading edge of technical development within the markets it serves. The majority of AXON's product portfolio has been developed with a significant customer input, helping

to ensure that AXON's product portfolio remains appropriate to their needs in a dynamic business environment. Following this philosophy, the migration of the SD products into the HD world and developing the HLD 100 was a straightforward task.

"Axon presented a new platform at NAB2012 in Synapse Video Delay card for SD resolution," commented Rafael Peset Llopis, AXON's Vice President of Research & Development. "The unique JPEG2000 compression IP from intoPIX has enabled Axon to enhance this Video Delay functionality for HD resolution, which is presented at IBC2012."

About intoPIX

intoPIX is a leading supplier of image compression technology to audiovisual equipment manufacturers. We are passionate about offering people a higher quality image experience and have developed FPGA IP-cores that enable leading-edge JPEG 2000 image compression, security and hardware enforcement. More information on our company, customers and products can be found on www.intopix.com.

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About AXON

AXON is based in the Netherlands and established in 1987, AXON is a global leader in the development, manufacturing and marketing of modular systems and equipment for processing audio and video signals in the broadcast space. AXON is celebrating its 25th anniversary this year. More information can be found on www.axon.tv.

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