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Digicine Oristar integrates the intoPIX JPEG 2000 4K technology into its next generation IMB

CineAsia 2012, Hong Kong,– intoPIX, the leading provider of JPEG 2000 compression and security solutions, and Digicine Oristar Technology Development Co., Ltd., leading digital cinema equipment manufacturer and distributor in Beijing, P.R. China today announced that Oristar is integrating the latest intoPIX JPEG 2000 technology into its new Integrated Media Block (IMB), slated for release in 2013. This IMB will also be poised for the latest 4K and 2K High Frame Rate cinema formats, and sets a new technology benchmark in the Chinese Digital Cinema market.

“We feel proud to be selected as technology provider by Oristar,” says Katty Van Mele, Director Business Development at the intoPIX headquarters. “This IMB also represents the first inroad into an entirely new and fast growing market, and we feel honored by being awarded this contract based on recognition of our advanced technological knowhow and cinema experience.”

“Oristar cinema products and servers are already widely deployed in the Chinese digital cinema market. We focus on providing best in class performance and reliability products, fully adapted to the specific needs and criteria of the rapidly developing local market. We selected intoPIX JPEG 2000 IP for our product because we insist on guaranteeing this best in

class performance also for future deployment, and want to be ready for the onslaught of the next generation of movie-going experience by partnering with the JPEG 2000 trendsetter in the global digital cinema industry” says Dr. Darren Sun, CEO at Digicine Oristar.

The intoPIX team will be present at the CineAsia conference for additional information.

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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 and compression solutions 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.

About Digicine Oristar Technology Development (Beijing) Co., Ltd.

Founded in 2009, Oristar has been a leading manufacturer, distributor and service provider to the Chinese digital cinema market. We have our Digital Cinema Server AQ10 which has passed CTP certification. And we have our own TMS and other systems which have been deployed in Chinese Cinema Market.

For further information, visit www.oristartech.cn

intoPIX s.a.

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