

## LifeView unveils the world's first true ExpressCard TV solutions

**Taipei, Taiwan - March 10, 2005** - Animation Technologies Inc., a pioneer in video capture and TV card technologies, announced the launch of its new ExpressCard line of TV capture cards under its LifeView brand. LifeView's ExpressCard series is the first in the world to truly take advantage of the ExpressCard interface, using the massive bandwidth offered by PCI Express technology. The ExpressTV Duo and the ExpressDVB-T Duo are also the world's first ExpressCard dual stream solutions, capable of displaying dual analog and digital & analog TV respectively.

### The Future of Notebook Expansion

The ExpressCard interface was designed to replace the current PCMCIA/CardBus standard by offering a highly flexible connection for a wide range of peripherals while taking up as little space as possible. The result - a slim slot that accepts two sizes of peripheral cards and allows for use of either the USB 2.0 bus or PCI Express. Useful for everything from gigabit Ethernet to removable storage, ExpressCard is quickly becoming the new standard for notebooks.

### PCI Express: The Real Advantage of the ExpressCard Interface

While other manufacturers jumped to be the first with a TV card to fit the new ExpressCard form factor, they cut corners to do so and used the USB 2.0 bus to transfer data. LifeView is the first to offer a true ExpressCard solution, using the PCI Express connection instead. Why? Simple - the PCI Express interface has over five times the bandwidth of USB 2.0. This allows for instantaneous display of video, smoother video capture, and allows us to present solutions the world has never seen before with our dual TV solutions. Furthermore, this allows users to watch multiple video streams simultaneously! By using the full potential of the ExpressCard interface, LifeView is able to present bold, new TV solutions far superior to that of any other manufacturer.

**Update:** In the later half of CeBIT 2005, we will be demonstrating our latest achievement of showing **three simultaneous video streams from the same ExpressCard**. Witness the true power of the PCI Express interface with live video from digital TV, analog TV, and analog A/V input all on the same screen!



### About Animation Technologies Inc.

Since it was founded in 1990, Animation Technologies Inc. has been one of the pioneers in video capture technology. The company is committed to developing and marketing cutting-edge multimedia and video products for the corporate, consumer and OEM markets. With its experienced R&D team and its hands-on top management, Animation Technologies is uniquely positioned to develop and promote innovative video-capture products. The company's philosophy is encapsulated in "The Three R's": *providing the Right Product at the Right Time with the Right Pricing.*

For new product information, please send your inquiry to: [marketing@lifeview.com.tw](mailto:marketing@lifeview.com.tw)

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