



LifeView to exhibit industry first PCI Express, ExpressCard, and ADD2+ TV cards at CeBIT 2005

Hanover, Germany - March 8, 2005 - Animation Technologies Inc., a pioneer in video capture and TV card technologies, will be exhibiting their latest PCI Express (PCIe) and ExpressCard TV solutions at this year's CeBIT show in Hanover, Germany. LifeView will also be showing the world's first ADD2+ multimedia extension card - an incredibly streamlined TV and video solution for set-top box and OEM projects.

PCI Express: Extreme Bandwidth

PCI Express is the next generation peripheral interface for personal computers, and offers major improvements over the current PCI standard in terms of efficiency, signal quality, and bandwidth. Whereas the standard PCI interface can transfer data at a maximum of 1Gb/sec, PCI Express can transfer data at an astonishing 2.5Gb/sec(per direction), making it more than twice as fast as the current standard. With this massive amount of bandwidth and LifeView's exclusive MST technology, it is now possible to create a TV card that can display up to 6 video streams simultaneously. With digital/analog and dual analog solutions on their way within the year, LifeView's pioneering technology is set to shake up the industry once again.

ADD2+: The Next Generation of Media Cards

After making its debut at the 2005 Intel IDF, our ADD2+ card will be moving to CeBIT and is sure to turn heads; the world's first ADD2+ multimedia expansion card can act both as a TV capture card and as a display out device for the PC. The onboard DVI out can act as the primary video out for the system as well as an additional display out for multiple monitor support, making LifeView's ADD2+ card an incredibly streamlined video solution for home users, set-top PC builders, and OEM applications.

The world's first true ExpressCard TV solutions

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 **ten times the bandwidth** of USB 2.0. Using this technology, LifeView has created ExpressCard TV solutions far superior to competitors', including multi-stream solutions that allow users to watch two different live video streams simultaneously, a feat that would be impossible with the lower bandwidth USB 2.0 interface. LifeView's ExpressTV line includes models for digital TV and analog TV, and also includes dual TV solutions for digital & analog TV and dual analog TV.

Update: In the later half of CeBIT, 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!



ADD2+ TV Card



PCIe TV Card



Express DVB-T Duo



LifeView®

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: flora_hsu@lifeview.com.tw

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