

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

Whereas the standard PCI interface can transfer data at a maximum of 1Gb/sec, PCI Express can transfer data at an astonishing 5Gb/sec, making it 5 times as fast as the current standard.

ADD2+: The Next Generation of Media Cards

After making its debut at the 2005 Intel IDF, the 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.

The world's first true ExpressCard TV solutions

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.