



FOR IMMEDIATE RELEASE

EDITORIAL CONTACT

Vince Galdi / LRG Marketing

phone: 845-358-1801

fax: 845-358-1899

e-mail: vgaldi@lrgon-line.com

V3™ Digital Parallax Scanner Takes Center Stage At NAB 2005.

Innovative Texture and Depth enhancement Optics System Captures Four “Best Of Show” Awards.

Totowa, NJ (May 6, 2005) – The innovative V3™ Digital Parallax Scanning (DPS™) lens device presented in conjunction by Vision III Imaging, Inc. and Thales Angenieux caused quite a stir at NAB 2005. The revolutionary new optics system allows conventional video production cameras to shoot images with enhanced texture and depth so they appear more realistic when viewed on virtually any standard image display such as a TV, film or video projector, or computer monitor. The V3 DPS was demonstrated live using Thales Angenieux’s Digital 26 X 7.8 AIF HD ENG/EFP Telephoto Zoom and 15 X 8.3 AIF HR ENG/EFP Telephoto Lenses. Reaction to the new optical device was openly positive and widespread from on-lookers as well as the media, which awarded four separate “best of show” awards to Vision III Imaging and Thales Angenieux for the V3 MOE.

“We could not have asked for a better reaction to this innovative new optics technology,” said Kevin Tomczyk, U.S. Sales Manager at Thales Angenieux. “The V3 DPS literally changes the way people view television, movies and streaming video with virtually no

need to do anything on their part. They can watch enhanced video using all of their existing electronics. This is truly a revolutionary product that will have a widespread impact on the industry that Thales Angenieux fully supports with its line of broadcast lenses.”

Thales Angenieux and Vision III Imaging were co-awarded a total of four “best of show” awards from key industry publications.

“As far as we know, this is unprecedented in the lens category – and perhaps all other product categories. We do not recall seeing any single product gain such notoriety from a single showing,” continued Mr. Tomczyk. The four awards include:

- *Broadcast Engineering’s 2005 Pick Hit*
- *Videography’s 2005 Vidy Award*
- *Digital Cinematography’s 2005 Digital Cinematography Award*
- *Television Broadcast’s Top Innovation Award 2005*

“Nomination for each of these prestigious awards is an honor in itself,” said Chris Mayhew, President and Founder of Vision III Imaging.

“We greatly appreciate the vote of confidence cast by the industry’s leading editors and various industry professionals that participated in this process.”



Vision III developed V3 parallax scanning technology for recording visual parallax information (i.e. differing points of view on the subject) that imparts the perception of dimension when presented to the brain in the correct manner. Parallax scanning incorporates parallax over time and works by moving a single imaging view through positions of parallax at a specific rate.

The enhanced texture and depth in the images is created by the parallax scanning process and can be viewed on standard image displays without special equipment. The V3 DPS lens device has the capability of being compatible with virtually any conventional HD or Broadcast camera , and requires no change to current production techniques.

For more information on Thales Angenieux in the U.S., call 973-812-3858, fax 973-812-9050, or e-mail angenieux@tctus.com . You can visit Thales Angenieux's web site at www.angenieux.com .

For more information on Vision III Imaging, call 703-478-5270, fax 703-478-5274 or visit their website at www.inv3.com.

Thales Angenieux offers a full complement of high precision lenses for a wide range of broadcast and video production applications including: Optimo Series Lenses for the most demanding HDTV and 35mm production applications; High Definition (HD) Series cine style, wide angle and studio lenses; High Resolution (HR) Series wide angle and all purpose ENG lenses; Studio and Sports/Outside Broadcast (OB) lenses; and a revolutionary prime lens adapter.

Vision III Imaging, Inc. is an imaging enhancement company specializing in advanced imaging technology located in Herndon, VA. The company developed its exclusive patented V3™ DPS parallax scanning technology for a wide range of applications including video production, film production, video games and computer presentations.

XXX

NOTE: Photography available upon request. Please email sgreenberg@lrgon-line.com .