



PRESS RELEASE

Contact: Erik Jansen
e_jansen@chanandassoc.com
CHAN & ASSOCIATES, INC
Phone: (714) 447-4993
Fax: (714) 578-0284

Contact: Phil Wangenheim
pwangenheim@visual-matrix.com
VISUAL MATRIX, CORP.
Phone: (818) 843-4831
Fax: (818) 843-6544

Visual Matrix MiniXBox Up Converter Certified with AccuWeather® Galileo™ System

*Use of MiniXBox Up Converter will allow the Galileo weather system
to output in High Definition.*

Burbank, CA, April 8, 2002 – Visual Matrix, Corp., a leading developer and manufacturer of High Definition and Standard Definition image processing products for professional video and computer applications, has announced that its MiniXBox Up Converter, an SDI-to-HD image processor, has been certified for use with the AccuWeather® Galileo™ weather graphics system. With competition for viewers at the local level increasingly stiff, the Galileo system is designed to enhance the impact of weather presentations with clear, sharp graphics and attention-grabbing animations within animations™ that increase sponsorship opportunities and win market share. Incorporation of the Visual Matrix MiniXBox Up Converter will further future proof AccuWeather's architecture, making it viable as DTV and HDTV become a realities.

National surveys of television viewers consistently have ranked weather as the top area of interest in local news. (For example, in one survey, 92% of respondents indicated that they watched local news to get severe weather information.) Consequently, weather reporting is a key form of locally-produced content which stations wish to migrate into the HD environment.

The Visual Matrix MiniXBox Up Converter is a powerful image processor that transforms Standard Definition D1 serial digital video (525, 625, 625 Slow PAL) to a variety of HD formats. These include 1080i-60, 1035i-60, 1080i-50, 1080p-25, 1080p-24, 1080-24sf, 720p and 480p. The MiniXBox features several powerful dynamic filters in the vertical and horizontal domains to provide image enhancement as well as real time pan, scan and zoom functions and full aspect ratio controls including 4:3, 16:9 and anamorphic stretch. The Up Converter is one of five derivative versions of the MiniXBox, which also include a Down

Converter, HD Format Converter, SD Format Converter and HD and SD Pattern Generator.

“We are pleased to offer our MiniXBox Up Converter to AccuWeather for integration with its Galileo system,” says Visual Matrix President Pierre Yenokian. “As the technology paradigm continues to alter the broadcast arena, it becomes essential for stations to prepare for the future today. AccuWeather is a respected and prominent developer of technology for the weather and broadcast industries and recognizes this. Visual Matrix shares this view and together the two companies have validated a complete solution for HDTV weather show production..”

The MiniXBox allows users to either utilize a set of factory configured aspect ratios, or create an infinite number of custom settings with the unit’s LCD front panel, or remote serial RS-232 communications link. The MiniXBox’s unmatched image quality is achieved via proprietary conversion technology that evaluates the video source characteristics and selects the appropriate filter and conversion algorithms. Utilizing frame-based conversion, the MiniXBox Up Converter maximizes vertical resolution.

Dr. Joel N. Myers, President and Founder of AccuWeather, Inc., states, “Galileo is designed to enhance the impact of on-air weather personalities with compelling graphics and advanced animations, such as our highly-lifelike WeatherRider™ FlyThru®. The sophisticated, detailed content in a Galileo weather show offers a great test of any signal processing system. We found the Visual Matrix MiniXBox Up Converter does an excellent job of presenting visuals in HD format.”

Phil Wagenheim, Visual Matrix Senior Product Engineer, observes, “Users like AccuWeather are indicative of a growing need within broadcast and video post production arenas for image processing technology that performs a singular function. In the case of AccuWeather, they required the Up Conversion capability to maintain the high graphics quality of the Galileo system and increase the resolution for HD-compatible receivers. Visual Matrix looks to meet demands like this with a five-member family of MiniXBoxes, each of which are configured to perform a very concise function, be it up, down or cross conversion.”

AccuWeather’s Galileo gives meteorologists complete control to explain the weather as never before, unhampered by the complexity found in SGI®/UNIX®-based systems. Galileo’s WINTEL platform means it is extremely easy to operate and maintain. Many times faster than competing SGI-based systems, it allows meteorologists to revise and re-render their weather show during a commercial break, ensuring the up-to-the-minute weather reporting that viewers expect.

About AccuWeather® and AccuWeather.com®:

AccuWeather, Simply The Most Accurate™, provides a portfolio of products and services through the airwaves, via the Internet, in print and behind the scenes that benefit hundreds of millions of people worldwide. AccuWeather services 15,000 customers in media, business, government and institutions and millions more through AccuWeather.com. AccuWeather also provides content onto more than 1,200 Internet sites including CNN Interactive, CNBC, FOX News, The Associated Press®, The Washington Post and the New York Times.

For additional information about AccuWeather, contact Garrett Allen or Tony DeFazio at 610-642-8253.

About Visual Matrix, Corp.

Founded in 1988, Visual Matrix, Corp. is a leading innovator and manufacturer of a variety of high performance Standard and High Definition video image processing and scan conversion technology. Visual Matrix's video processing expertise has led to the introduction of unique video conversion products unparalleled in quality and function that are designed from their inception to be the best available.

Contact Visual Matrix at: Visual Matrix Corp., 3320 N. San Fernando Blvd., Burbank, California 91504; Phone: (818) 843-4831; Fax: (818) 843-6544; Website: www.visual-matrix.com

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