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Contacts:

James Gilbert  
+ 44 1223 721 000

[jjgilbert@pixelpower.com](mailto:jjgilbert@pixelpower.com)

Sharon Adcock  
+ 1.310.545.9731

[SkiAdcock@aol.com](mailto:SkiAdcock@aol.com)

**PIXEL POWER LAUNCHES NEW LOW COST SINGLE CHANNEL  
CHARACTER GENERATOR**

*Clarity 100 character generator offers rich feature set and cost effective performance in a compact 1RU chassis*

April 19, 2004, NAB, Booth C5442...Pixel Power Ltd. ([www.pixelpower.com](http://www.pixelpower.com)), Cambridge, England, today announced the introduction and immediate availability of Clarity 100, a new compact 1RU character generator. The Clarity 100 is ideal for master control graphics insertion, post-production or wherever a budget conscious graphics system is required.

The turnkey system offers the comfort and familiarity of the Windows user interface using a hybrid of dedicated graphics hardware and open platform PC technology. This assures compatibility with computer industry standards while the dedicated graphics hardware provides reliable, real-time performance.

The Clarity 100 is engineered for reliability. Fault sensing bypass relays on the internal downstream keyer are fitted as standard, ensuring signals stay on-air in the event of system fault or power failure. The SNMP based system monitoring provides a convenient means by which to check the status of critical sub-systems from a central location. Clarity 100 is compatible with all the major master control, branding and newsroom automation systems.

The Clarity 100 is available with three different software profiles and can be configured to cover the differing requirements of control rooms, editing and graphics production. Pixel Power's philosophy is that any material created on its full featured (CG & GX) systems can be played out on entry level systems (TG) regardless of complexity, animations or effects.

Even the entry level TG configuration includes all the text handling power expected from a real broadcast character generator. The Clarity 100 can be expanded to offer dual 2D live squeezeback capability and sophisticated full frame cell, text and logo animation effects.

The Clarity 100 can playback and record up to 4 audio channels. Additional audio capabilities include de-embed, ducking, group mix and re-embedding, making Clarity 100 ideal for adding voiceovers or sound effects to promos.

James Gilbert, President of Pixel Power Inc, states, "The Clarity 100 makes the established feature set of the Clarity platform available in a compact, cost effective single channel format. Master Control can now afford the very best in character generator technology – and produce flexible, sophisticated animated graphics which maximize audience retention".

**About Pixel Power:**

Established in 1987, Pixel Power is dedicated to providing broadcasters and facilities with powerful graphics and character generator products. With a flexible, professional range of award-winning products, Pixel Power has over 2000 systems installed worldwide.

Pixel Power Ltd. corporate headquarters is located in Cambridge, England, with a wholly owned US subsidiary, Pixel Power Inc., based in Pompano Beach, Florida. Pixel Power maintains its global presence through a worldwide network of distributors. [www.pixelpower.com](http://www.pixelpower.com)

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