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**PIXEL POWER LAUNCHES NEW HIGH PERFORMANCE SINGLE CHANNEL
CHARACTER GENERATOR**

Clarity 200 character generator delivers rich feature set including video clip capability in a compact 2RU chassis

April 19, 2004, NAB, Booth C5442...Pixel Power Ltd. (www.pixelpower.com), Cambridge, England, today announced the introduction and immediate availability of Clarity 200, a new high performance single channel character generator, still and clip store in a compact 2RU chassis.

This new 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 200 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 200 can be expanded to offer video clip playback, dual 2D live squeezeback capability and sophisticated full frame cell, text and logo animation effects.

The internal video clip player provides uncompressed 4:2:2:4 recording and playback from an internal disk array of up to 2 hours duration; storage can be expanded externally and clips can be used as full frame page backgrounds or resized using the dual 2D DVEs. The video clip option also includes a dedicated SDI preview output, which can be configured as a secondary output channel.

The Clarity 200 can playback and record up to 4 audio channels. Additional audio capabilities include de-embed, ducking, group mix and re-embedding, making the Clarity 200 ideal for adding voiceovers or sound effects to promos.

The Clarity 200 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. Optional redundant power supply and external RAID5 storage provide further protection in critical transmission areas. The SNMP based system monitoring provides a convenient means by which to check the status of multiple devices from a central location. The Clarity 200 is compatible with all the major master control, branding and newsroom automation systems.

James Gilbert, President of Pixel Power Inc, states, "Combining operational speed with flexibility and expansion options, the Clarity 200 is ideal for graphics production in live broadcast environments, including control rooms, master control and remote production vehicles".

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

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