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**PIXEL POWER EXPANDS FAMILY OF HIGH PERFORMANCE MULTI-FORMAT
CHARACTER GENERATORS**

*Clarity graphics systems deliver rich feature set in a variety of configurations to suit every
broadcast graphics requirement*

April 19, 2004, NAB, Booth C5442...Pixel Power Ltd. (www.pixelpower.com), Cambridge, England, today announced the expansion of the Clarity family of broadcast graphics solutions.

Clarity is a family of powerful, multi-format, single and multi-channel graphics systems addressing the character generation, still/clip store and animated graphics requirements of television broadcasters and post-production. Offered in combinations of standard and high definition formats, there are even Clarity models that can simulcast both standard and high definition from a single system.

Clarity 100 is a cost effective single channel text and logo generator in a compact 1RU form factor. Flexible automation interfaces and dual inputs with live video squeezeback make the Clarity 100 ideal for master control graphics insertion, post-production or wherever a budget conscious graphics system is required.

Clarity 200 is an expandable, high performance, single channel character generator and still store in a modest 2RU chassis. The optional video clip player provides one channel of uncompressed video and key, a dedicated preview output and up to two hours of internal storage.

Clarity 500 provides two fully independent channels with dual preview outputs. Each channel provides one DSK and dual 2D live squeezebacks. The optional video clip player provides two streams of uncompressed video and key with audio capability also available. The channels can be layered internally for even more complex graphics and effects.

Clarity2 HD/SD is a highly configurable graphics system capable of all HD and SD standards. As well as single or dual channel configurations unique hybrid configurations include HD/SD switchable and three channel HD+2SD.

Clarity prep makes the full Clarity toolset available for offline production on a PC; as well as creating and editing pages offline, the real-time preview allows creation and testing of animation effects before transferring the material to a Clarity hardware system for layout.

Clarity plug-in brings the Clarity CG functionality into the Avid editing environment as an AVX plug-in. File compatibility with Clarity hardware systems allows leveraging of graphic assets uniformly throughout a facility.

James Gilbert, President of Pixel Power Inc, states, "From the non-linear edit bay to the production studios, from mobile production to the newsroom and master control through to transmission, the Clarity family now covers all the bases for broadcast graphics, whatever the budget. The sharing of graphic assets throughout a facility makes for cost effective graphics creation and reduces training requirements".

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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