



Vizrt to introduce first integration of graphics engine on a mobile phone at NAB 2006

Viz|3G to deliver real-time graphics to cell phones

Bergen, Norway, February 2, 2006. **Vizrt** Ltd. (Frankfurt Prime Standard, Oslo Main List: **VIZ**), is announcing the April 2006 introduction of its Viz|3G product for mobile telephones and other hand held devices. Viz|3G, based on **Vizrt's** Viz|Engine renderer and Adactus' MPEG-21 standards-based multimedia delivery platform, will mark the first integration of a graphics engine for mobile phone video viewing applications.

Viz|3G will debut at the NAB 2006 convention in Las Vegas. It was co-developed with Adactus, an expert for multimedia delivery and consumption platforms based on the MPEG-21 standard, that **Vizrt** holds a 19 percent stake in. Adactus can detect the capabilities of each mobile phone, such as screen resolution, so that the content provider can deliver content adapted for each recipient. Content is delivered by providers to mobile terminals designed with a custom-made interface.

Using the Viz|3G platform, graphics are rendered locally in a resolution that fits every phone. Graphics as a separate stream gives enhanced readability. This creates ample opportunity for the customisation, localization and personalization of targeted advertising placements.

Viz|3G enables broadcasters to create video and graphics content that is truly merged on the end user's device where programming can be generated locally. Another important advantage is, that broadcasters will not need to integrate any new components in the broadcast workflow.

About **Vizrt**:

Vizrt is the world's leading provider of HD/SD real-time 2D and true 3D broadcast graphics. The company's software suite offers a complete graphics solution including: character generation, content management and newsroom integration, 3D tickers, virtual studio, 3D weather application with data integration, Curious Software map creation tools, virtual sports analysis, information display and virtual effects. All **Vizrt's** graphics products are powered by a single core renderer, the unique and powerful Viz|Engine™. **Vizrt's** graphics solution goes beyond the visual aspect and includes highly customized user interfaces for the designer, operator, journalist and engineer. The world's leading broadcasters, such as CNN, CBS, Fox, BBC, Sky, ITN, ZDF, Star TV, TV Today, CCTV and NHK as well as Production houses and Corporate institutions, including both the New York and London Stock Exchange, use the Vizrt's software suite. Vizrt is a public company traded on the Frankfurt Prime Standard and on the Oslo Main List: VIZ, ISIN: IL0010838154. For further information please refer to www.vizrt.com

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