



*Press Release - Tuesday, October 16, 2007*

## CloseVU Live at D-SPORTS Conference in NYC

Award Winning Technology Comes to the Big Apple

Cambridge, Massachusetts — CloseVU, the company founded to mobilize sports and action content, presents CloseVU Live with Smart Zoom Advanced Technology at the upcoming D-SPORTS Conference sponsored by the Sports Video Group on October 24, 2007 at the Helen Mills Event Space and Theater in New York. CloseVU technology was awarded a Pick Hit Award at IBC 2007 for its mobile TV technology; capabilities that dramatically evolve current industry workflows. CloseVU incorporates the most advanced video processing algorithms to deliver razor sharp video – with special emphasis on tight close up shots - to mobile handsets.

The CloseVU Producer user interface makes it easy to quickly assemble conventional HD and SD video into rich mobile content that has the right presentation for small-screen devices. When sports video is shown on a mobile device, it's hard to keep track of the action because the large-scale format doesn't translate well to handsets. CloseVU Smart Zoom solves the problem and deliver a picture that's properly scaled, zoomed, and focused on the critical action.

## **CloseVU Live - Mobilize the Action as It Happens**

CloseVU “Live is a breakthrough product that allows broadcasters to create picture-perfect mobile content while their live broadcast is in progress. The mobile content is properly re-framed and sized to show the best camera angles and close-ups for small screen viewing. While the game is in progress, producers apply “Live” Smart Zoom. They simply click and frame an object or part of the field to make it larger. CloseVU “Live” Smart Zoom targets that section and in just a few seconds delivers a mobile-friendly version with smooth, natural camera angles and close-ups that have optimal image quality for the smaller mobile screen. CloseVU Live integrates easily into the production workflow with SDI or Analog video connectors.

A short video demo of CloseVu can be seen at [www.closevu.com/video.html](http://www.closevu.com/video.html)

### About CloseVU

*CloseVU is an innovative start-up that develops post-production tools to adapt video content to formats that are optimally viewed on the small screen of Mobile TV. CloseVU has developed unique image processing algorithms and technology to create and repurpose HD or SD video content to Mobile TV.*

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### About SVG D-Sports Conference

*The SVG D-SPORTS Conference will be held at the Helen Mills Event Space and Theater at 137 West 26th Street in New York on Wednesday, October 24th. Registration and Conference information can be found at <http://www.sportsvideo.org/portal/dsports>*