



**For Immediate Release**

**CLOSEVU WINS BROADCAST ENGINEERING IBC 2007 PICK HIT AWARD**

*CloseVU Live Producer garners top industry accolade for innovative technology advancement in mobile media*



**Cambridge, MA – September 25,- 2007** – CloseVU, a company focused on new technology for content production on mobile and handheld devices, has been awarded the Broadcast Engineering IBC 2007 Pick Hit Award for its brand new CloseVU Live Producer solution. A panel of independent judges toured the IBC 2007 exhibition for three days before selecting CloseVU Live Producer for the IBC 2007 Pick Hit award. CloseVU’s mobile media technology scored high with the judges on merits relating to the technical and financial improvements the product can bring to a facility’s operation.

*"We are honored to be given this award by Broadcast Engineering. They are one of the industry’s most prestigious trade publications. Their recognition is a positive affirmation of not only our technical achievements but the importance of innovative mobile media technology in the broadcast space,"* comments David Amselem, founder, CloseVU.

**About CloseVU Producer and CloseVU Live Producer**

CloseVU Producer allows content editors to easily transform conventional HD and SD media to produce rich content for a compelling mobile experience. "Smart Zoom" technology lets editors frame and zoom to adapt images for mobile TV delivery. "Smart Zoom" computes framing parameters, focuses on the object of interest, fine tunes and stabilizes the images for a "natural" camera view that optimizes small screen viewing.

CloseVU Live Producer is a unique solution to deliver enhanced, high quality video coverage of live events, such as action-packed sports matches, to mobile devices. With the simple-to-use CloseVU Live Producer editors can re-frame and re-size their content within the safety of a predetermined buffer, to show the best camera angles and close-ups for the small screen. The software allows editors to zoom in on the action in just a few seconds and deliver a mobile-friendly version with smooth, natural camera angles and quality close-ups. CloseVU Live Producer will easily integrate into production workflows with SDI or Analog video connectors.

### **About CloseVU**

CloseVU is an innovative start-up that develops production tools that allow editors to adapt video content to formats that are optimized for viewing on the small screen of Mobile TV. CloseVU products are aimed mainly at content creators, television stations, and mobile telecom operators. CloseVU has developed unique image processing algorithms and technologies to adapt and repurpose original HD or SD video content to Mobile TV.

For further information, please visit [www.closevu.com](http://www.closevu.com)

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