



NAB Preview

CloseVU new platform @ NAB 2008 for Sports Mobile TV Portals

Live Zoom and Near-Live Automatic Instant Highlights

Cambridge, Massachusetts — March 3, 2008 — CloseVU, the company founded to mobilize sports and action content, will demonstrate its full complement of award-winning production and server products at NAB 2008 in Las Vegas, NV April 14-17 at stand SU5022. CloseVU solutions to package, and publish fast-paced programs such as sports on small screens.

CloseVU Mobile Portal

CloseVU Mobile Portal provides turnkey “highlight media players” for creating real time sports portals for multiple mobile platforms including Apple iPhone/Pod, Adobe Flash for Web and Adobe Flash Lite 3 for Mobile. CloseVU enables content providers to leverage sports content for mobile and web delivery with properly sized video, interactive elements and superior graphics. Sports is a proven, key driver for on-demand mobile content, CloseVU Mobile Portal features include ways to create engaging, interactive experiences by adding pop-ups, interactive games, updates, and sponsorships to your media player. CloseVU Mobile Portal offers numerous ways to increase sponsorship opportunities with banners, logos, and targeted sponsorships linked to specific in-game events. The user experience is enhanced with interactive elements including options for close-ups or slow-motion views of key plays.

CloseVU - Made-for-Mobile Production Tools

CloseVU will demonstrate several modules that allow content producers to quickly and easily adapt wide-screen video content to easily overcome the limited screen size and technical constraints of mobile and web environments. CloseVU tools are easy to use and integrate easily into existing workflow.

CloseVU LiveZoom – Just frame and click on the action or area of interest to target and create close-ups that are “right sized” for mobile viewing. LiveZoom makes the most of your screen as it automatically creates new, smooth camera angles that are properly focused and resized for optimal mobile viewing.

CloseVU Graphics Grabber – Real time, fast graphic stripping from broadcast video. Images are optimized and repositioned to different areas of the screen. Show logos, scores and ads where they look best. Crisp, enhanced images are rendered on the handset for superior image quality.

CloseVU Instant Highlights – Create game highlights “as they happen” in a near-live environment. Save time and manpower. CloseVU provides automatic recording. Simply click the preset icon (goal, interception, etc) to generate your sequences for in-game and post-game mobile highlights. Highlight files with all the critical information are stored for instant access and editing. Files can be instantly transcoded for immediate publishing into Mobile or Web Portals, or accessed for further editing with standard packages such as Apple Final Cut Pro or Adobe Premiere.

For further information, please visit our website at www.closevu.com

About CloseVU

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

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