

Land of Rising Sun Continues to Shine on Vizrt

Bergen, Norway, April 1, 2004 – **Vizrt** Ltd. (Frankfurt Prime Standard: VIZ), the worlds leading real-time 3D graphics system for TV, reported today significant expansion within the Japanese market for both repeat sales and new customer business.

Vizrt continues to broaden its market share in Japan. Last quarter the company closed more than ten deals in Japan, worth more than \$US 400,000, including two new customers. Most of this revenue will be part of Q1 2004 revenue. The repeat sales were to major TV networks including NHK - the national public service broadcaster, TV Asahi, Fuji TV, MBS, Techno Max.

The products bought by the Japanese networks are part of **Vizrt's** broadcast graphics solutions: viz|trio (the company's new character generator), viz|artist (a 3D graphics design tool), viz|virtual set for virtual studios, and viz|arena (virtual sports graphics). The systems sold are mostly for HDTV (High Definition TV), based on the Panasonic platform, along with systems for Standard Definition broadcast.

Japan has become a major market for **Vizrt** in the last couple of years, as well as being the world leader for HDTV implementation. **Vizrt** was able to provide an HDTV-ready, real-time 3D system from the earliest days of HDTV in Japan, and it was this capability that enabled the company to penetrate the Japanese market and build up a formidable client base.

These recent results show that **Vizrt** has grown to become the number one supplier of state-of-the-art broadcast graphics for the expanding Japanese HDTV broadcast market. This development places Vizrt in an excellent position for similar penetration wherever HDTV is set to become the transmission standard for the future, such as in the USA and Europe.

About **Vizrt**:

Vizrt is a public company traded on the Frankfurt Prime Standard: VIZ, ISIN: IL0010838154). **Vizrt** develops, markets and supports a complete range of scalable, graphics-based software systems for the real-time creation, management and delivery of rich visual content for TV broadcast, public display, feature films and the Web. The company specializes in visualization for all platforms. Products include real-time on-air 3D systems, virtual studio systems and global 3D map databases. The company's tools deliver improved workflow and productivity with a consistent high quality on-air look. The company has a strong reputation for user-friendly software, timesaving template graphics linked to **Vizrt's** own asset management and automation system. **Vizrt** systems are frequently used in News, Sports, Financial, Weather and other programs where speed of graphical rendering is paramount.

For further information please refer to www.vizrt.com

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