

First major sale for Vizrt in China

Bergen, Norway, May 25, 2004, **Vizrt** Ltd. (Frankfurt Prime Standard: **VIZ**), the world's leading real-time 3D graphics company has contracted to supply The Travel Channel (China - Beijing-Hainan) with a real-time graphics solution for the TV Station's re-launch. This order, totaling a few hundred thousand \$US, represents the first significant sale of a graphics system to a TV station located in mainland China.

The Travel Channel, specializing in travel and tourism programming for the Hainan area, will use a broad range of **Vizrt's** graphics tools to create a totally new look. viz|artist, the 3D design application, will be used for creating animations throughout. The designs will be applied as a viz|virtual set for studio news productions, as well as for **Vizrt's** most advanced 3D ticker system, and as template graphics for adding routine content to the live shows.

"We started to focus on China a little over a year ago and appointed a new bureau chief in February this year. We are very pleased that our efforts have started to pay off so quickly, with deals in China since the beginning of 2004 totaling approximately \$US 600,000 (including the Travel Channel deal). Besides the USA, China is currently the most exciting broadcast market and, of course, we hope that this is just the beginning", said Bjarne Berg, President and CEO of **Vizrt**, after the deal was closed.

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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