

Digital Video Enterprise's New Line of True Telepresence Products

Sydney – 10 March 2010. Image Design Technology (IDT) launch's Digital Video Enterprises, Inc. (DVE), the world leader in True Telepresence conferencing into the Australian market. DVE has a revolutionary line of products which solve the inherent problems with all legacy videoconferencing systems.

The misplaced camera has plagued videoconferencing since its inception, creating the unnatural experience that people are not looking at you when you are conversing with them. DVE's new product line solves this problem by providing perfect eye contact. The product line addresses every market segment from the desktop to the integrated room. IDT's DVE announcement coincides with the recent industry announcements from major codec suppliers of providing HDTV and DVD quality low bandwidth codec's. "HDTV will provide such clarity that people will now clearly see how awkward videoconferencing is with people appearing to look down and away. People do not converse that way in person so why should they accept it while conferencing? DVE solves this problem by providing true eye contact which is the missing ingredient that allows the new quality codec's from the major conferencing manufacturers to perform at their very best," according Dr. Steve McNelley, co-founder of DVE.

True Telepresence aims to more naturally simulate the experience as if the distant person shares the same meeting space and is sitting around the same table. Combining this with life-size images creates a far superior experience than legacy conferencing where people's heads are confined to a TV box resting on an ugly cart located on the other side of the room.

DVE is the hardware solution for Telepresence allowing the AV integrators freedom of an open solution to supply the best suited codec, lighting & audio for their clientele. No matter the conference system, DVE makes the experience extraordinary!

The two initial products for release are the HD Executive Telepresence System (ETS) and the Huddle Room 70 Telepresence System. The ETS is designed for one on one video conferencing that can be moved from room to room quickly and easily. Designed to be on the other side of the office desk gives the user the impression the person is sitting in their office.

The DVE Huddle Room 70, a group telepresence system that presents remote participants life-size, in high-definition, with a hidden camera behind the image for eye level perspective. The Huddle Room 70 designed to cater for two or more participants in boardrooms or conference facilities. The experience is immersive as if you were sitting on the other side of the table from the remote participants -- not the traditional observant videoconferencing experience of looking at people on a TV set.

As more and more business start to count the cost of green house gases and the impact their company has on the environment True Telepresence will start to offer big advantages. Conducting meetings office to office via True Telepresence not only will

reduce carbon emission from air travel it will also reduce fatigue on your valuable staff while reducing time away from the office. A win win situation for everyone.

DVE is distributed by Image Design Technology 1300 666 099 www.idt.com.au

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About DVE

Digital Video Enterprises is the world's leader in True Telepresence conferencing. Traditional videoconferencing has been proven to be a poor communication medium, because of the unnatural and awkward experience it provides. DVE's patented technologies have transformed the mediocrity of common videoconferencing into an experience that truly simulates being there in person. This is achieved, in part, by optically concealed cameras behind the images on the display screens. Coupled with next generation hardware and software that provides true DVD and HDTV quality images, the experience finally fulfills the promise of quality videoconferencing. The overall experience is defined by DVE as "True Telepresence" and represents an entire new medium for human communication over a distance. DVE's technologies have been deployed around the globe by leaders in the entertainment industry, financial sector, healthcare, K-12, higher education, and major corporations.

www.DVEtelepresence.com.

About IDT

Image Design Technology (IDT) is one of Australia's premier importers and distributors of world leading audio, video and data distribution and display technology. IDT works with resellers and integrators servicing various AV applications including: corporate, retail, education, digital signage, command and control rooms and pub, club and entertainment venues. Representing local and international brands with products built and engineered to the highest quality, IDT offers a total solution to organisations seeking a first-rate audio, video and data distribution and display system. Brands include: Avitech, Calypso Systems, Communications Specialties Inc., DVE Telepresence, HaiVision, Jupiter Systems, Magenta Research, Marshall Electronics, NEC, NextWindow, Obonok, Pioneer, Planar (formerly Clarity Visual Systems), Roku and Samsung.

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