



PRESS RELEASE

Place de l'Université, 16,
1348 Louvain-la-Neuve, Belgium
Tel. : +32 10 23 84 70

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For immediate release

intoPIX To Launch North American Subsidiary

Jeff Segal, former CTO of Cinea, Inc, recruited to lead expansion effort

Louvain-La-Neuve, BELGIUM. -- intoPIX, the technology leader in real-time JPEG 2000 image compression for broadcast & digital cinema, announced today the opening of its U.S. based subsidiary, intoPIX America headquartered in Virginia. The move signals the company's intent to grow its business and support in the North American markets. Jeff Segal, former Chief Technology Officer of Cinea has been tapped to run the new entity. The new subsidiary will focus on supporting existing customers and expanding intoPIX's market presence in current and new market segments.

"intoPIX technology is already integrated and deployed in the US market, supporting post production, digital cinema and the broadcast industry", said Jean Francois Nivart, intoPIX's CEO. "The opening of a US office is crucial to providing world class support of our North America customers and to our future growth."

Mr. Nivart continued, "Having a regional presence is very important to intoPIX as it will allow us to have a stronger relationship with our customers and will enable us to react more quickly to our customer's needs. With over ten years of experience in marketing, selling and delivering technology and solutions to the entertainment industry, Mr. Segal already has relationships with many of our customers and will quickly add value to both intoPIX and our clients."

Mr. Segal stated: *"intoPIX is already recognized as providing world class technology for hardware assisted security cores and for JPEG 2000 codec, and I am excited to be able to help them serve their existing customer base and to grow their presence in North America"*.

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Contacts information

Jean-Baptiste Lorent

Market Development Executive, intoPIX

Tel.: +32-10-238476 Fax: +32-10-23-84-71

jb.lorent@intopix.com

Jeff Segal

CEO, intoPIX America

Tel.: +1804.240.1985 Fax: +1804.240.1985

j.segal@intopix.com

About intoPIX

intoPIX develops and commercializes high end image processing and security tools in large data streams with high intrinsic value. The applications are aimed especially at pictures having demanding requirements in quality, security and authoring rights. Based in Louvain-la-Neuve (Belgium), intoPIX was established in 2005, quickly becoming the international reference for hardware JPEG 2000 coding solutions in digital cinema & broadcast. More information on the company and the products can be found on the website at

www.intopix.com

About Jeff Segal

Mr. Segal brings over 20 years of management and sales experience to intoPIX America. He has been a recognized leader in the design, development and deployment of anti-piracy solutions for the entertainment industry over the last eight years as the CTO/VP Engineering for Cinea, Inc. a subsidiary of Dolby Laboratories. Mr. Segal was director of interactive systems for Digital Video Express (Divx), the first-ever consumer video home rental product. Mr. Segal's career also included being the CTO for East3 Ltd., creating a neurofeedback peripheral used to interact with video games. He was also the VP of technology at iXL Inc., where he was responsible for all engineering, quality assurance, and integration testing. Prior to that, he spent five years in the Flight Dynamics Group at the Goddard Space Flight Center. Mr. Segal holds a Master's in Engineering Management from George Washington University.