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FOR IMMEDIATE RELEASE

Pyro AV Division Splits from ADS Tech to Create Independent Company

Pyro AV to Focus On Broadcast Technology Engineering, Manufacturing and Sales

CERRITOS, Calif. (June 02, 2008) - Pyro AV[®] the broadcast division of ADS Tech[®], today announced that it has split from its parent company to create an independent, privately-owned company. The split will enable Pyro AV to increase management focus, dedicate more resources to engineering and improve operational flexibility.

ADS Tech has been a leader in consumer video capture industry for the last 15 years, and Pyro AV leveraged those experiences and relationships. As a separate company it can now direct all of its efforts to the broadcast industry, with a team that can commit 100% of its energies to improving its line up of converter solutions and delivering compelling products that meet the needs of customer's around the world.

The Pyro AV converter product line includes the **Pyro Kompressor HD[®]**, a PCI Express[®]-based accelerator solution that accelerates HD MPEG-2 and HD H.264/AVC encoding up to **eight** times faster than software-only video compression. The break-out box broadcast converters range from DV-to-SDI, HD SDI-to-Analog, Analog-to-HD SDI, HDMI-to-SDI and HD SDI-toFiber long distance products.

About PYRO AV

The PYRO AV division is made up of a team of dedicated engineers with more than 15 years' experience designing and developing high-quality video capture and conversion technologies. Pyro AV develops solutions for the broadcast, prosumers, and post-production markets, and is currently shipping a line of broadcast-quality video converters. Pyro AV products are distributed by 1 Source Video for the USA, EMJ/Synnex in Canada and authorized dealers across North America. For more information, visit www.PyroAV.com or call sales at 888-926-1008.

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