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FOR IMMEDIATE RELEASE

Pyro AV Launches New Line of Prosumer Video Converters

Analog and Digital AV Components Converge

CERRITOS, Calif. (November 20, 2008) - Pyro AV® announced today the launch of 5 new video encoders. Targeting a more prosumer customer, the product line aims to allow for easier integration between analog and digital AV devices.

"With such a variety of input and output connectors in both residential and commercial AV systems, there is a great need for conversion solutions to connect legacy devices to the digital world" explains Alfred Bantug, Director of Sales of Pyro AV. "These new converters will allow VARs as well as end-users integrate a wide range of components to with consumer ease and a consumer price."

VIDEO2SVGA™ (PVC-980)

Display video output from DVD players, VCRs, game consoles (i.e.: Xbox 360, Wii, PS3, et cetera) on LCD or CRT monitors. Pyro AV VIDEO2SVGA™ converter accepts S-video and composite video input and displays the output on your SVGA monitor in real time. Currently shipping, VIDEO2SVGA™ has an MSRP of \$79.99.

SVGA2VIDEO™ (PVC-982)

Convert video from your SVGA to a TV, VCR, DVD recorder and more with SVGA2VIDEO™. Ideal for presentations, training events, gaming, and even displaying photos & videos (DVDs, YouTube, Hulu, CinemaNow, etc) from PC to TV, SVGA2VIDEO™ outputs the computer's desktop as analog video. Available now, SVGA2VIDEO™ holds an MSRP of \$69.99.

AV2HDMI™ (PVC-984)

The Pyro AV AV2HDMI™ converter upconverts standard definition, analog video (composite), to up to 720P HDMI output. Everything from DVD players, set top boxes, VCRs and gaming consoles can now be converted to HDMI Output. Recently released, AV2HDMI™ is available for an MSRP of \$139.99.

SVGACOMPONENT2HDMI™ (PVC-986)

SVGACOMPONENT2HDMI™ accepts video from VGA and Component (YPbPr) source and outputs 720p via HDMI. SVGACOMPONENT2HDMI™ is designed to connect devices that output component video like DVD players, game consoles (Xbox 360, PS2, Wii, etc...) & set-top boxes, to HD ready HDMI displays. With an MSRP of \$139.99, SVGACOMPONENT2HDMI™ is shipping now.

COMPONENT2VGA™ (PVC-988)

The Pyro AV COMPONENT2VGA™ converter encodes component YPbPr to VGA, SVGA, XGA and SXGA. Ideal for consumer as well as professional applications, COMPONENT2VGA™ accepts video with resolutions from 480i to 1080p, and displays video on any VGA monitor (LCD/CRT). Priced at an MSRP of \$99.99, COMPONENT2VGA™ is available now.

About Pyro AV

Pyro AV 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 prosumer, broadcast and post-production markets and is currently shipping a line up of broadcast-quality video converters. For more information, visit www.pyroav.com.