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Photo Link: www.wallstcom.com/AnchorBay/VP50PRO_front.zip

For Immediate Release

Consumer Electronics Association Recognizes Anchor Bay's iScan™ VP50^{PRO} Video Processor Featuring THX Certification and HDMI 1.3

Los Gatos, Calif. — Feb. 26, 2008 — Anchor Bay today announced that its DVDO® iScan™ VP50^{PRO} video processor has been selected as a 2008 TechHome Mark of Excellence finalist in the "Best Video Component" category. As a home theater system component, the VP50^{PRO} provides consumers with a solution for the best-possible video performance and finest image quality from high-resolution displays.

In addition to recent accolades garnered by Anchor Bay's impressive video processors, the Mark of Excellence Awards program, presented by CEA's TechHome Division, recognizes the best in custom home electronics products, services, and installed technology.

"We are pleased to have the VP50^{PRO} considered for such a prominent honor as the TechHome Mark of Excellence Award," said Doug Fealtman, CEO of Anchor Bay. "The VP50^{PRO} is the first video processor to achieve THX certification and to use HDMI 1.3 receiver/transmitter chips, which makes it truly one of a kind."

The VP50^{PRO} is debuting three new Anchor Bay Video Reference Series™ (VRS™) technologies: Mosquito Noise Reduction, Fine Detail Enhancement, and Edge Enhancement. These technologies significantly improve the quality of compressed and low resolution content coming from set-top-boxes, DVRs, DVDs, IPTV systems, and other digital media devices when viewed on high-resolution/high-definition displays.

Like the award-winning VP50, the VP50^{PRO} also features 10-bit Precision Deinterlacing™, 10-bit Precision Video Scaling™ up to 1080p, PReP™ (Progressive ReProcessing), Progressive Cadence Detection, and RightRate™ technologies to maximize picture quality.

Setting a new standard in performance for customers, the VP50^{PRO} is the first video processor to achieve THX certification. THX certification signifies that a product has been designed and tested to meet a series of rigorous performance standards defined by audio and video industry pioneer THX, thus helping customers identify high-quality video products.

The VP50^{PRO} is also the first video processor to use HDMI 1.3 receiver/transmitter chips that allow users to connect other HDMI-compliant 1.3 devices which support high-definition audio formats and Deep Color™, available on some newer sources like HD-DVD, Blu-Ray, and PS3. This capability allows the VP50^{PRO} to provide customers with years of service as new source devices with this standard start to emerge.

For added convenience, the processor's two programmable 12V triggers provide seamless control over such devices as projectors, screens, lifts, drapes, anamorphic lenses, and much more. In addition, the VP50^{PRO} offers ISF C3 certification, which gives ISF calibrators the proper controls to provide their customers with optimal settings for day time and night time viewing while maintaining picture accuracy regardless of the ambient light in the room.

The VP50^{PRO} is now shipping at a suggested retail price of \$3,499.00.

Anchor Bay will be exhibiting at EHX Spring, booth 1538.

For more information on Anchor Bay and the VP50^{PRO}, please visit www.anchorbaytech.com.

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About Anchor Bay

Anchor Bay designs and manufactures advanced digital semiconductor and system-level solutions for next-generation digital television and high-resolution digital video products. The company's proprietary Video Reference Series™ (VRS™) technology allows Anchor Bay to offer a wide range of advanced video processing solutions that greatly improve image quality on large screen HDTV home theater systems and other video displays. The company's product offerings include Precision Video Scaling™, Precision Deinterlacing™, Progressive Reprocessing™ (PReP™), color correction, detail enhancement, and noise reduction solutions.

Anchor Bay makes its VRS technology available in semiconductor products for OEMs and in its award winning DVDO iScan line of video processing systems for end users. The company is dedicated to providing leading-edge video technologies that will enable current and next generation ICs and systems to deliver reference-quality images across a wide range of displays and sources. Privately held, Anchor Bay maintains its headquarters in Los Gatos, Calif.

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