

For Immediate Release

MIJO Maintains Media and Post-Production Leadership With Snell & Wilcox Alchemist Ph.C – HD

***Motion-Compensated HD Standards Converter Offers Global Customers
the ‘Gold Standard’ in International HD Video Format Conversion***

HAMPSHIRE, U.K. — Jan. 27, 2009 — MIJO, a leading full-service media distribution, production, and post-production company based in Toronto, has standardized its international video conversion services on the Snell & Wilcox **Alchemist Ph.C – HD** motion-compensated standards converter. By exceeding customers’ expectations for high-quality standards conversion, the Alchemist Ph.C – HD has enabled MIJO to maintain the company’s technological and market leadership.

MIJO offers a network of broadcast, audio, video, print, post, and interactive services to a broad range of national and international clients including advertising agencies and corporations, producers, broadcasters, and major and independent motion picture distributors. International standards conversion is a core competency for MIJO, and the company has long relied on a Snell & Wilcox Alchemist Ph.C for high-quality conversion of SD video to international formats. In response to growing customer demand for HD conversion, MIJO purchased the Alchemist Ph.C – HD after a detailed evaluation and testing process.

As HD channels and HD content continue to proliferate in broadcasting markets worldwide, MIJO’s media clients have increasingly set higher quality standards for their HD video products to be distributed in international markets. “The Alchemist name is well known among our clients as the finest in conversion technology, so we all eagerly awaited the launch of the Alchemist Ph.C – HD. We were excited to be able to take the same top-quality motion compensation technology that we had been using in the SD world and apply it to meet our clients’ growing demand for HD conversions,” said Mark Scully, senior vice president, Production & Operations of MIJO.

More...

He continued, “Our clients expect the gold standard in quality for their HD products, and the Alchemist Ph.C – HD not only meets their needs but has them coming back for more. As a result, we have a clear technical advantage over our competition and have reinforced our leadership in HD services.”

About the Alchemist Ph.C – HD

The Snell and Wilcox Alchemist Ph.C – HD is the product of extensive research into the exacting demands of HD frame-rate standards conversion, producing converted HD outputs of unparalleled quality and clarity that are virtually indistinguishable from the original input. The high-quality output is a direct result of Snell & Wilcox's Emmy® award-winning **Ph.C** motion measurement technology, optimized to prevent the motion-related artifacts that are commonly associated with standards conversion in HD video.

More information about the Alchemist Ph.C – HD standards converter and other products from Snell & Wilcox is available online at www.snellwilcox.com.

#

MIJO is home to a dynamic blend of specialized divisions offering an impressive range of broadcast, audio, video, print, and post and interactive services. MIJO is a unique one-stop shop that provides the advertising, entertainment, and broadcasting industries with an ever-expanding list of services, technological innovation, and solutions to the customer's complete satisfaction. The company is based in Toronto. For more information, visit www.mijo.ca or call 1-800-463-MIJO (6456).

Snell & Wilcox designs and builds the world's most advanced systems for video playout, mastering, repurposing, infrastructure, and live production switching. Providing solutions that deliver immediate value while enabling a controlled and cost-effective transition to HD and file-based systems, the company serves a worldwide base of customers in the broadcast, postproduction, cable, satellite, mobile TV, and IPTV markets. In business since 1973, Snell & Wilcox maintains its U.S. headquarters in Burbank, Calif., and European headquarters in Hampshire, U.K. Additional offices are located in New York, China, France, Germany, Hong Kong, India, Japan, Lebanon, Malaysia, and Russia. Further information is available at www.snellwilcox.com.

Photo Link: www.wallstcom.com/snellwilcox/alchemyist_ph.c.zip

Press Contact: Susan Warren, Wall Street Communications, Phone: +1 631 261 1013.
E-mail: susan@wallstcom.com.

Snell & Wilcox, Putting Pictures to Work, Ph.C, and Alchemist Ph.C – HD are trademarks of the Snell & Wilcox Group. All other trademarks mentioned herein are acknowledged as property of their respective owners.

ENDS