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For Immediate Release

Water Marking Incorporated In PixelTools MPEG Escort™
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MPEG Escort™ Enables OEM's and In-House Developers to Add Water Marketing to Existing MPEG video

CUPERTINO, Calif. – April 15, 2005 –Featuring a PixelTools patented technology, the company plans to introduce at NAB2005 MPEG Escort, a video water marking application. The technology permits adding invisible but traceable water marking to an existing MPEG or to the stream at the time it is encoded.

"Control and management of video assets is of constant concern to all video producers and the patented technology in MPEG Escort is a simple, low cost but very effective way to maintain traceability of those assets", explained Mark Conover, PixelTools' chief technology officer. "There are lots of water marking technologies available out there, explained Conover, "but MPEG Escort meets all the criteria for a successful method. It is patented, invisible, traceable, fast and low cost. What else could you want? " A free demo of the tool is available to all qualified developers.

The yearly spring National Association of Broadcasters (NAB) running from April 17 - 24 is the largest conference and exhibition for electronic media. With over 1400 exhibitors and over 100,000 attendees expected, no other single event covers the latest developments across all facets of electronic media. PixelTools is exhibiting at booth SL2453 in the South hall.

PixelTools produces and publishes a broad line of MPEG encoding software utilities including their best selling MPEGRepair, a MPEG utility that can encode, decode, edit and analyze MPEG streams. Many users have found MPEGRepair to be an essential tool for uses ranging from high definition MPEG encoding to insertion of pan and scan video header in an existing stream. TransMux, another essential tool, will mux or de-mux MPEG program or transport streams with MPEG audio and video or Dolby AC-3 audio.

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For more information contact Dick Kors at rkors@pixeltools.com or visit the
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