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LIGHTNING DISPLAYS BY DIGITAL PROJECTION “NOMINATED” BY AVFX FOR LEADING ROLE DURING THE 2004 DEMOCRATIC NATIONAL CONVENTION

KENNESAW, GA, (August 16, 2004) - Digital Projection International (DPI), an Emmy Award-winning manufacturer of high-performance projection systems, announced that AVFX, a Boston-based audiovisual equipment and staging company used, its LIGHTNING projectors during the nationally broadcasted 2004 Democratic National Convention (July 26 to 29; Fleet Center; Boston, MA).

AVFX used ten of DPI's 16,000 ANSI lumen LIGHTNING 28sx 3-chip DLP™ projectors to create the most prominent set element, a 17-foot by 90-foot rear-projection video screen composed of five rear-projected images. The edge-blended LIGHTNING 28sx's displayed live and pre-recorded video and high-motion graphics throughout the entire event, including a Hollywood-produced video tribute to the life and accomplishments of U.S. Senator and Democratic Presidential Nominee John Kerry.

The Convention was broadcasted on all major U.S. television networks, cable news channels CNN and Fox News, and many other networks around the world. According to Murray Lapides, president of AVFX, staging the projection portion of this highly anticipated and closely watched event was uniquely challenging.

“We’ve staged many critical events, some extremely complex, but not often for an event of this magnitude,” he said. “Without the help of DPI and the incredible performance of their LIGHTNING projectors, this project would never have been as successful as it proved to be.”

Mike Levi, president of Digital Projection, Inc., believes the collective sentiments of all DPI associates regarding the 2004 Democratic Convention needs only a one-word description: memorable.

“Though our projectors have been an integral staging element for many live television shows over the years such as the Grammy® Awards, Oscars® and Olympic Games, this particular event was quite memorable,” said Levi. “It takes a staging company with vitally honed skills and expertise to pull-off this type of event. We applaud the AVFX team for a job incredibly well done.”

Projectors by DPI will also be involved in another highly anticipated political event, the Republican National Convention. That Convention will be taking place in New York City (Madison Square Garden) from August 30 until September 2.

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Grammy® is a registered trademark of National Academy of Recording Arts and Sciences.

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About Digital Projection International

Founded in 1989, Digital Projection International (DPI) has been instrumental in the development and application of Digital Light Processing™ technology by Texas Instruments for projection systems. DPI introduced the world's first 3-chip DLP™ projector in 1997, and has since delivered expert system engineering and world-class customer services, thus maintaining its position as a digital imaging pioneer.

DPI's groundbreaking projection research and development has garnered the admiration of industry professionals around the world. This has included many awards, including two Emmy® Awards for Outstanding Achievement in Engineering Development by the Academy of Television Arts and Sciences. DPI remains the first and only projector manufacturer to win the coveted award.

Today, DPI manufactures and distributes an extensive line of ultra high-performance 3-chip and single-chip DLP™ projection systems. These projectors are the reference standard for demanding applications such as large-venue, live-event staging, Fortune 500, Homeland Security, education, medical and scientific research, command and control, digital cinema, commercial entertainment, religious venues and elite home cinema.