

Five Minutes With Mike Levi

President, Digital Projection Inc.

by Denise Harrison, Producer

Q: 2002 started off with a bang for Digital Projection. What can you tell us about your company's management buyout from IMAX corporation?

For a company our size it's truly wonderful to know that our resources can again be entirely focused on our customers' core business needs. The return to independent ownership allows Digital Projection (DPI) to enhance our product range and create new customer-centric services to support our growing client base in both our traditional markets as well as several new vertical markets.

Q: What markets would those include?

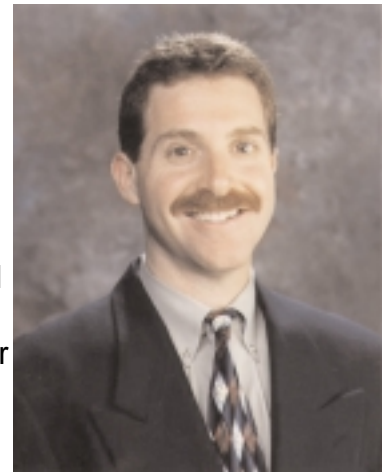
Permanent installations in fortune 1000, education, religious and entertainment applications along with large-venue rental and staging have always been core to DPI's success. More recently we have taken our expertise in image quality, application engineering and outstanding customer service to new markets including simulation, visualization, command and control, retail displays and home cinema.

Q: In reference to the professional AV industry, what do you believe were the biggest changes in the industry in the last five years? How did they change things and what impact did those changes have?

With respect to projection, no doubt DLP(TM) technology by Texas Instruments has brought the biggest changes to the industry over the last five years. The amazing imaging and integration characteristics of this all-digital technology drove dramatic improvements into nearly every aspect of projection applications.

With respect to technology in general, the transitions from analog to digital, wired to wireless and linear to non-linear, as well as designs enabled through software rather than hardware, are reducing manufacturers' time to development and creating system capabilities that were little more than visions just five years ago. End-users, armed with the tools and creativity to put this innovation to work, provide tangible evidence of the rule-breaking power these technologies can deliver.

Q: What is the state of the market now? What are the propelling forces and what are the barriers to growth?



Mike Levi, President, DPI

We continue to see good strength in the permanent installation business, especially in specific vertical markets, some of which I mentioned previously.

Although I would not characterize the economic conditions of the past year as robust, at this moment we are entering a pretty exciting transition. In my experience, market growth in our sector has always been propelled by technology that enables new and valuable applications. Right now enabling technologies are both abundant and promising.

Q: What do you foresee as the biggest influences on the industry in the next five years and how will they impact the industry? Next ten years?

It may well be that five or ten years is too long a time-scale, but I see the acceleration of technological progress as having a dramatic impact on the future of nearly all businesses.

Specifically, we are nearing a point when technology, in-and-of-itself, will have near zero value.

We can look to our cell phones for a simple example -- amazing technology in ever shrinking packages that are literally considered throwaway hardware.

The lesson is that technology is simply a toolset and the investments we make are not really in the tools, but in what the tools enable; how flexible they are to adapt to future needs and, in the end, whether the tools can be used in a sustainable way in ever scaling applications.

The impact to the industry is rather clear. Technology must be used only as a means to an end. Manufacturers, integrators and end users relying solely on technology may be left with no sustainable value the minute they find themselves in an environment where the competitive or application dynamics have changed, and I suggest these rules will change constantly in the future.

Q: What are the as-yet untapped markets for your market niche?

You will have to wait for the press release(s).

Q: What is your dream sale?

Selling products that deliver sustainable value, customer satisfaction and loyalty.

Q: What do you want most for your company?

Visionary associates, enthused customers and dynamic value propositions.

DPI company description: Manufacturer of the world's most advanced large-venue display systems and the only projection manufacturer to be honored with an Emmy Award, two in fact.