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Penn Plaza Installs HD ShowStation for Interactive HDTV Playback

PHILADELPHIA -- In the heart of downtown Philadelphia, a beautiful new office complex is taking shape. Known as One Pennsylvania Plaza, it is destined to be a sparkling new landmark in this historic city.

With a need to show visitors the grand vision of their project, the developers turned to famed HD Producer/Director David Niles of Colossalvision NY. In addition to producing a breathtaking high-definition short to run in the Visitor Center's oval HD Theater, David & company created HD clips and graphics to play interactively in several other locations -- under presenter touch-screen control in the theater; on a huge HD Videowall in the reception area; and at the entrance, holographic-like projections onto suspended transparent panels triggered by infrared sensors.

For interactive high-definition playback, Colossalvision needed reliable, easily programmable HD playback systems and HD ShowStation units from Electric Image Center were selected. HD ShowStation is an advanced high-definition video playback system, providing interactive cinema-quality HD video playback from hard drive to HDTV compatible projectors, flat panels and monitors.

Asked to comment regarding his choice of HD ShowStation, Mr. Niles responded "HD ShowStation was an obvious choice for us. Besides offering superb high-definition playback of our material and an easy visual interface, it's the only system at a reasonable cost that has advanced features like HD clip trimming which were critical to the success of our project. That alone saved us many thousands in encoding costs. It's a great box."

According to Electric Image Center, HD ShowStation was designed specifically to deliver HD & SD video and graphics as part of live shows, presentations and exhibits, and includes features that make it a clear choice for use in these venues. Offering both operator and remote on-demand control of playback for jumping in and out of video clips seamlessly, HD ShowStation also has programmable audio fades and external device control. HD ShowStation is built on a Windows2000 platform and will interface to and run concurrently with many third party programs like PowerPoint™ and Director™. The company has also announced a multi-channel version for synchronized multi-screen and A/B roll type applications, with availability at the end of January 2002.

About Electric Image Center

Electric Image Center of Englewood, New Jersey has provided advanced computer based video playback and show control technologies since 1990 to major media companies such as Sony Corp, Walt Disney Studios, AOL Time Warner, GE/NBC, and Viacom among many others. The company's products include LaserShow, LaserPro, AVPC and HD ShowStation.

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About Colossalvision

Colossalvision is a full-service HDTV creative, production and post-production facility that specializes in the creation of powerful programs that entertain, inform and communicate -- taking advantage of all that HDTV has to offer. Colossalvision maintains a facility in the heart of Silicon Alley in lower Manhattan with a full complement of design, production, digital post production, dubbing and screening capabilities. Established in 1985, Colossalvision's prestigious clientele includes major TV networks, film studios and Fortune 500 companies.