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Image Trends, Inc. TM (ITI) announces the ScanMasterTM 4000 Motion Picture Film scanner and a film scanning service in Austin, TX

Austin, Texas (October 6th, 2008) – Image Trends, provider of innovative digital imaging tools, today announces the ScanMaster 4000 motion picture scanner featuring Digital ICE automatic defect detection and correction technology. Additionally, Image Trends will offer a competitively priced 35mm film scanning service to meet the needs of the Austin and Central Texas film industry.

The ITI ScanMaster 4000 is a state of the art motion picture film scanner that utilizes the Academy Award winning film transport system from Oxberry Inc. The product has been a collaborative effort with local companies and support from the Texas Emerging Technology Fund (ETF).

DVC Company, of Austin, manufactures the 16 megapixel (4872 x 3248 pixel resolution) DVC-16000 CCD camera which is used in the ScanMaster 4000. This advanced camera produces archival quality digital images with high dynamic range equal to the quality of the film. The founder and president of DVC Company, Ash Prabala said “High performance imaging applications such as this require low-noise, scientific-grade digital cameras with uncompromising quality. We are proud to participate with other Austin based companies in the creation of a product that has this level of performance, quality and innovation.”

National Instruments, of Austin, is the provider of the high-performance Camera Link frame grabber that interfaces with the camera and the computer. According to Kyle Voosen, business development manager of National Instruments, “The NI PCIe-1429 frame grabber is capable of moving more than 5 Gb of data per second, which removes one of the bottlenecks in high speed motion picture film scanning applications. National Instruments is excited to be a part of the Scan Master 4000 high speed film scanning solution.”

This Central Texas project also incorporates technologies from Dell and Sun which contain AMD multi-core processors designed in Austin. All the local technologies are contained in a cabinet designed and built by Integrated Metal Products of Leander.

Dan Sullivan, president and CEO of ITI said, “This leading edge film scanning system will allow us to offer high quality digital scanning in Central Texas for the first time. This will help expand the support infrastructure which is necessary to attract film production to Texas.” Dan also said, “Collaborating with local technology companies and the University of Texas has allowed us to accelerate the development of the ScanMaster 4000 as the new standard in film scanning with automatic defect correction.

For more information about the ScanMaster 4000 and the 35mm Motion Picture Film scanning service in Austin, please contact Mike.Conley@ImageTrendsInc.com, 512-637-7310.

About Image Trends, Inc.

Image Trends, Inc. is a select team of talented product innovators, dedicated to the continued invention and development of creative tools and products that enrich our lives through *The Science of Imaging*. ITI licenses its technologies through Original Equipment Manufactures (OEMs). ITI also distributes Adobe® Photoshop® Plug-in compatible filters and stand alone image correction and enhancement applications. Additionally ITI manufactures and markets motion picture film scanners plus offers motion picture film scanning service at its Austin facility. More information can be found on the Image Trends Web site at www.ImageTrendsInc.com .