



SUPER VISTA CORP.

## PROGRESS REPORT

### SUPER VISTA CORP. PROGRESS REPORT #2

### SDS-70 TECHNOLOGY UNVEILED TO ASC

**Demonstration film hosted by Walter Cronkite showcases the new large format theatrical film process Super Dimension-70™**

**HOLLYWOOD**, November 17, 2000 - Super Vista Corp. (SVC) demonstrated its revolutionary Super Dimension-70™ (SDS-70™) large format 70mm film process to ASC members and other industry professionals at the Harmony Gold Preview House on Nov. 16, in Los Angeles. In introducing SVC president Robert C. Weisgerber, ASC program chairman and leading cinematographer Robert Primes stated that he had previewed the demo and thought that on-screen image was “absolutely breathtaking.” Weisgerber discussed the extensive research and development he had devoted to the evolution of the process, emphasizing expectations that the format would “redefine the movie going experience and invigorate box office sales.”

SDS-70 is based on advanced 70mm technology and projects images at 48 frames per second with a display rate of 96 images per second with no jump, weave or flicker at any illumination level. The screen at the Harmony Gold Preview House (venue for the event) is approximately 50 feet wide with a reflective light level of over 30 foot-lamberts. The SDS-70 demonstration produced twice the image information displayed in conventional films and six times the image area of standard 35mm wide screen.

ASC Cinematographer and International Cinematographer Guild president George Dibie commented that the demonstration was “literally breathtaking, it was like being in the film.” Many of the cinematographers present including Lazlo Kovaks and Vittorio Storaro were equally impressed with the SDS-70 images.

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Super Vista Corp. is a full service motion picture technology company. It markets its patented advanced film-based technology, SDS-70™ system to theatrical motion picture producers, distributors and exhibitors. The SDS-70 film process is backward compatible to 35mm/24 frame exhibition, digital cinema and digital DVD / HDTV home video entertainment. For further information regarding SDS-70™, contact Super Vista Corp. 1430 Ambassador St., West LA, CA 90035 tel. 310 785-0851 fax 310 785-0859 email sds70@aol.com or visit the company's website at [www.superdimension70.com](http://www.superdimension70.com)

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