

Divio NW721 DV Codec Provides Digital-To-Digital Connection In ADS Instant DVD+DV

*Introduced at NAB 2003 ADS Instant DVD+DV allows consumers to connect
IEEE 1394 MiniDV camcorders to USB2.0 PCs to easily create DVDs*

SUNNYVALE, Calif., April 3, 2003 -- Divio Inc., a pioneer in integrated digital video chip designs, today announced that its single-chip NW721 DV Codec enables MiniDV digital camcorder connectivity over IEEE 1394 in the new ADS Instant DVD+DV. ADS' Instant DVD+DV is the first product based on the Divio-driven Cirrus Logic USB-DVR 2.0 Reference Design. ADS' Instant DVD+DV will be on display at NAB 2003 in Las Vegas, booth #SL2262.

Instant DVD+DV is the follow-on to ADS' wildly successful product, USB Instant DVD. Instant DVD+DV is an easy-to-use external peripheral that lets users transfer analog or DV format video while converting the signal into MPEG-2 and sending to a PC over USB2.0 in realtime. This allows users to quickly create DVDs or CDs for sharing with friends and family – providing timeless archives.

Divio's NW721 enables the ADS Instant DVD+DV to directly connect to MiniDV camcorders over IEEE 1394 (i.LINK, FireWire) providing a pure digital-to-digital path, with no loss of picture quality. MiniDV camcorders have rapidly emerged as the standard in consumer video recording. MiniDV camcorders record content digitally in high-quality DV format and transfer pure digital signals over IEEE 1394 connections. With the proliferation of multimedia PCs in consumer households, home movie editing is becoming a common application.

"Instant DVD+DV combines IEEE 1394 and USB2.0 connectivity in a single product, enabling users to quickly and easily record and archive their home movies in full resolution, DVD-quality video, then burn them to DVD or CD discs and share them with family and friends," said ADS President Mike McCoy. "With the movie stored digitally on the PC, families can easily archive or make duplicates to ensure the longevity of their video memories. The NW721 DV Codec enables us to build on our core strength as a world leader in Universal Serial Bus and IEEE 1394 PC solutions."

"The ADS Instant DVD+DV is the first solution that bridges 1394-based camcorders and USB 2.0 computers," said Steve Musallam, Director of Marketing at Divio. "MiniDV camcorders are now the standard for capturing home movies and the NW721 DV Codec enables products like Instant DVD+DV to truly take advantage of DV over 1394 providing a pure digital path from camcorder to DVD."

ADS Technologies' Instant DVD+DV will ship in late April with an estimated street price (ESP) of \$249 and will be marketed and distributed worldwide, including U.S. retail availability at Circuit City, Best Buy and CompUSA.

About Divio®, Inc.

Divio is a privately held fabless semiconductor company headquartered in Sunnyvale, California. Divio's products include MPEG-4 and DV codec solutions for emerging applications in digital video compression, digital video recording, and digital imaging. SanDisk Corporation (NASDAQ: SNDK) holds a strategic investment in Divio. More information about Divio can be accessed at www.divio.com

About ADS Tech

ADS Tech is a world leader in Universal Serial Bus and IEEE-1394/FireWire solutions. Since 1992, the company has introduced high-quality multimedia, networking and presentation products at consumer-friendly prices. The company offers an award-winning USB product line which includes several complimentary peripherals and has since emerged as a leader in USB 2.0 technology. PYRO 1394DV, the first consumer-priced digital video editing solution on the PC market, has been widely adopted by owners of digital video camcorders for its ease-of-use for first time DV editors, its functionality and its low cost. The PYRO name has been become synonymous with IEEE 1394 and FireWire creating its own branding in that industry. ADS Tech products are distributed by Ingram Micro in the United States, Canada and Europe. ADS Tech products are available in nearly 3,000 consumer electronic and computer retail stores -- including CompUSA, Circuit City, Micro Center, Fry's Electronics, Electronics Boutique, Data Vision, IBM Home Computing, Radio Shack stores and hundreds of others -- and through OEM private label customers around the world who market ADS products under their own brand name. For more information, please visit our Web site at <http://www.ADS.tech.com> or contact phone: (800) 888-5244.

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