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### **DVSPORT TACKLES HD REPLAY AT THE BCS NATIONAL CHAMPIONSHIP**

DVSPORT, Inc., the leader in state-of-the-art standard definition (SD) and high definition (HD) sports replay technology, is proud to announce that its DVSPORT HD REPLAY™ system was used during the January 7, 2010 BCS National Championship Game between the University of Alabama and the University of Texas.

HD REPLAY is a coordinated effort that mirrors the broadcast workflow with the selection of camera angles, production and timing of replays to give the replay official "indisputable video evidence" to confirm or overturn a call.

"Having been a Replay Official in the Big East Conference for the last five years, the HD picture quality in the booth last night was the best I have ever worked with. DVSPORT has been a valued partner to us over the years and continues to show improvements that make a difference in our ability to review each and every play. HD quality would be a big step forward not only in the post-season, but for every conference game", noted Nick Trainer, 2010 BCS National Championship Replay Official.

In addition to the BCS National Championship, DVSPORT's HD REPLAY™ system was employed at the Rose Bowl, Orange Bowl, Fiesta Bowl, CFL Grey Cup, ACC Championship, SEC Championship and the FCS Division I Championship games this season. "With over 100 games and counting, DVSPORT HD REPLAY has the obvious picture quality advantage, functionality and reliability a Championship caliber system demands," explained Brian Lowe, DVSPORT President and CEO from the replay booth at last night's game.

"While DVSPORT's HD REPLAY system received many accolades during the 2008 BCS games, its widespread impact was felt everywhere in the 2009 season," commented Lowe. In July 2009, DVSPORT debuted HD REPLAY at the CFL with every game reviewed in HD, including the Grey Cup. "DVSPORT's HD REPLAY has made a significant impact to the CFL's Instant replay system. It has been a great tool in helping make replay decisions effectively and efficiently," stated Kevin McDonald, the CFL's Director of Football Operations. This has been a great step forward for replay technology in our league." DVSPORT featured its HD REPLAY™ system at eight bowl games during the 2009-2010 season for use by the ACC, Big East, Big Ten, SEC, and Big 12 conference replay officials.

This was the second consecutive year DVSPORT's HD REPLAY™ system was used by officials during the Rose Bowl, Orange Bowl, Fiesta Bowl, and the BCS National Championship games. "We believe that in 2010, HD REPLAY will become the standard replay technology for BCS as the conferences assist their on-field officials with the best technology for the replay booth." said Lowe.

"Knowing that our quality in the replay booth now will match that of the HD broadcast is big step forward for college football. DVSPORT demonstrated that it has an HD system that is ready to go for the 2010 football season," said Bill Carollo, Coordinator of Big Ten Officials. DVSPORT provided HD REPLAY for the Big Ten Conference at both the Fiesta Bowl and Gator Bowls.

DVSPORT works with the broadcast partners from ESPN/ABC, CBS, NBC and Fox to coordinate the orchestration of the replay process from the initial set up through the actual reviews.

DVSPORT currently provides instant replay solutions for the Big Ten, ACC, SEC, Big East, Mountain West, NCAA Div. I FCS, Div. II, and Div. III playoffs and championships, in addition to Notre Dame, Army, and Navy. They also provide network coaching video solutions for the NFL, NBA, MLB and NCAA markets.

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