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## **Pac-10 Conference to Implement DVSPORT HD Instant Replay in 2010**

**April 30, 2010** -- DVSPORT, Inc., the leader in collegiate football high definition (HD) replay technology, just announced its newest HD Instant Replay partner, the **Pac-10 Conference**. Starting this season, DVSPORT's HD Replay™ system will replace the Pac-10's current standard definition replay system, providing the Pac-10 with the clear advantage of high definition picture quality, together with unrivaled functionality.

The Pac-10 will debut the DVSPORT HD Replay™ system at this weekend's University of Oregon spring football game being televised on ESPN2 at 2:00 p.m. (PDT). ESPN announcer Ed Cunningham will spend a quarter in the replay booth as an instant replay official during the game.

"We spent considerable time and resources looking for the perfect fit for our Conference's replay needs," said Commissioner Larry Scott. "DVSPORT is the leader in the field and impressed us with their product's ability to bolster the review process for our officials and coaches, and enhance the game day experience for our fans through an efficient and accurate HD review."

"It's a great opportunity to be able to provide our second generation replay technology to a Conference as focused on being a leader in college sports and in the implementation of advanced technology as the Pac-10," said Brian Lowe, President and CEO of DVSPORT. "We are honored to add the Pac-10 to our growing list of college conference replay partners."

DVSPORT's HD Replay™ system helps the replay officials establish indisputable video evidence as quickly as possible to confirm or overturn the call on the field. It benefits everyone involved in the game when the replay official in the booth has the best possible picture quality and the most efficient review technology to assist the on-field officiating crew.

"Having been involved in college football replay for the past five years, we have seen first-hand the benefits of the natural progression to HD in the replay booth," said Lowe.

### **About DVSPORT, Inc.:**

DVSPORT has been delivering standard definition replay to college football for the past five seasons, and since 2008, all National Championship, Orange Bowl, Rose Bowl, Fiesta Bowl and ACC Championship games were officiated using DVSPORT's HD Replay™ technology. DVSPORT Replay works with the member institutions and their broadcast partners from ESPN/ABC, CBS, Fox, NBC, the Big Ten Network and the MountainWest Sports Network to bring instant replay to college football. Starting in 2009, DVSPORT provided instant replay solutions for the ACC, Big East, Big Ten, Mountain West, SEC, Notre Dame, Army, Navy, and NCAA Div. I FCS, Div. II, and Div. III playoffs and championships. DVSPORT also implemented its HD Replay™ technology for regular-season Canadian Football League games, as well as the Grey Cup championship game in 2009.

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