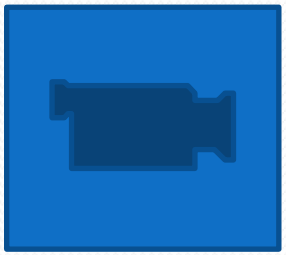
Yaniv Rotem, Matan Protter, Michael Elad

8 Seconds = 1000 words…



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The Team – Personal Background & Capabilities

Yaniv Rotem – Senior R&D Program Manager and Lt. Col. I.A.F (Res.). Extensive experience in I.M.O.D / I.D.F complex development programs in Israel and abroad (Senior leadership role managing large teams with overall budgetary responsibility of $1B). Extensive experience in the field of Image Processing establishing partnerships between Israeli and foreign firms.

Dr. Matan Protter – An alumni of the prestigious Talpiot program. Worked for six years in the Image Processing group in Rafael, as a researcher and team leader, developing innovative and cutting edge technologies. Completed his PhD in 2011, focusing on Image Processing and Super-Resolution in particular.

Prof. Michael Elad – A worldwide leading scientist in the fields of image processing and computer-vision, and especially in the field of Super-Resolution. Today a Professor in the Computer-Science department at the Technion. Extensive industrial experience (as an R&D full time employee and as a consultant).

The Problem: SD Image on HD Display

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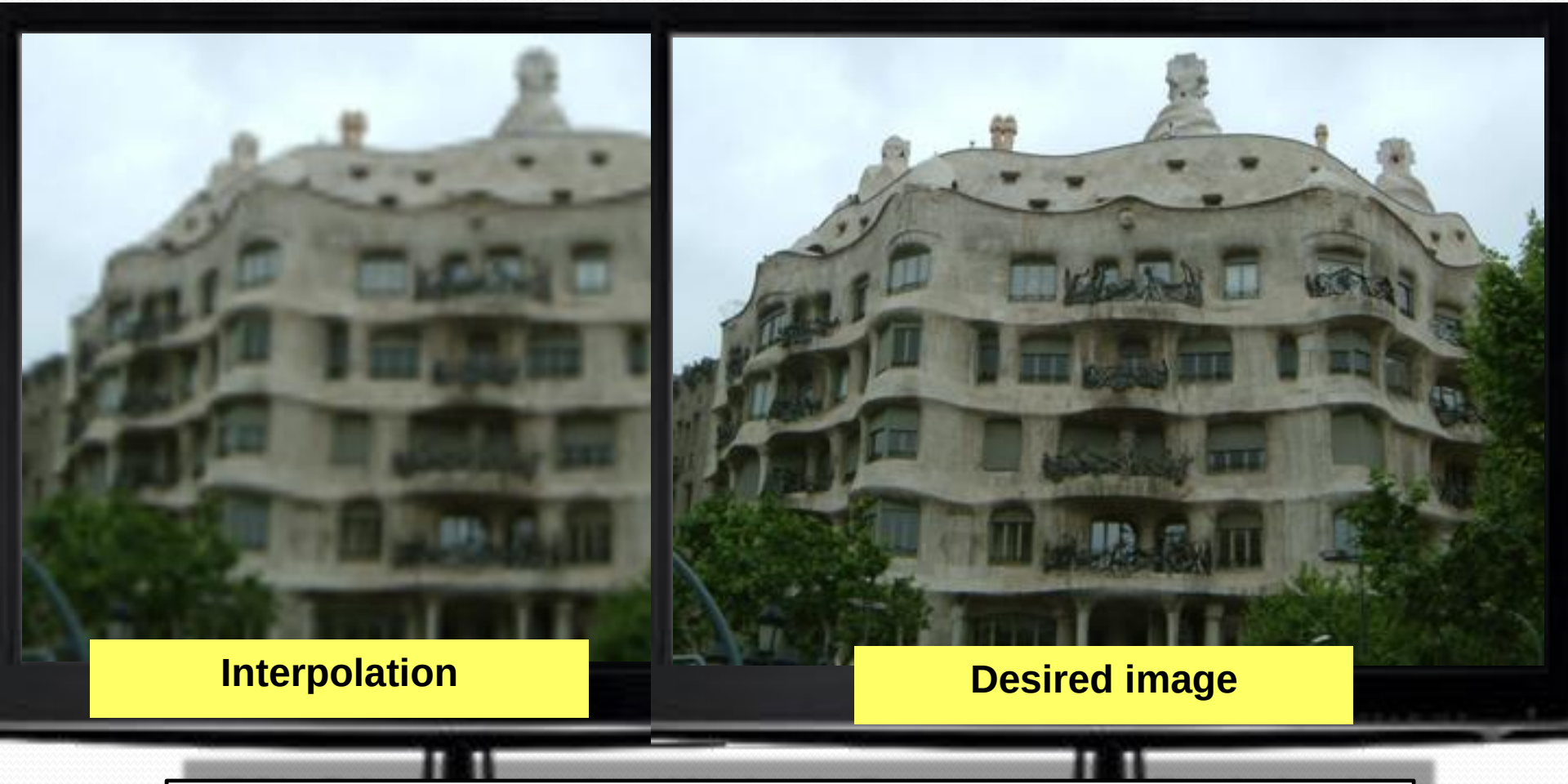
Desired Solution



“BSkyB has reported a 40% rise in first quarter profits, helped by strong demand from new customers for high definition viewing”

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The Vision

BetterView is the global solution leader delivering the most efficient and highest quality delivery of converted video content across all Live, Mobile and Production platforms

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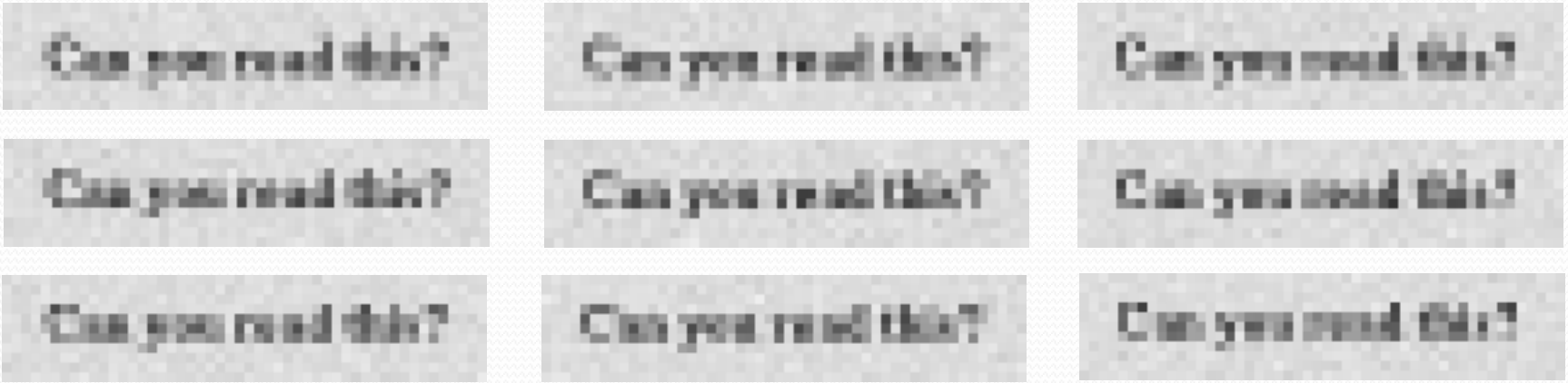
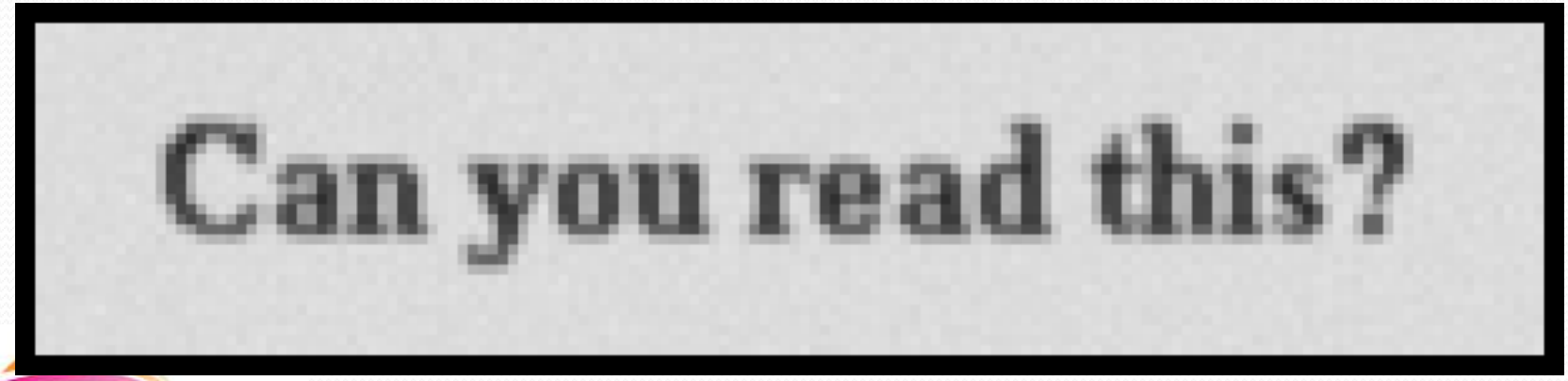
The Technology: Super-Resolution



3:1 scale-up in each axis using 9 images



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BetterView's Breakthrough

- Traditional SR algorithms require very accurate motion estimation, therefore limit the handling of general video content
- BetterView's (patented) technology breakthrough is the first to overcome that barrier
- Now, any general content, containing extremely complex motion patterns, can be converted to HD and shows great results

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True HD Recovery

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So, what do we offer?

SD Repository

TV Platform A
(Broadcaster)

TV Platform B
(Cable)

TV Platform C
(Satellite)

SD content

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True HD content

Markets

- Content Providers
- TV Platforms (Broadcasters, Cables, Satellites)
- Motion Picture's Studios / Copyright owners
- Video Archives
- Professional Video Production Firms
- Long Term – manufacturers of TV sets, Set-Top-Boxes, Tablets, Cellular Phones

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Competition

- Not a single commercial product available today
- Many use the term “Super-Resolution” – much less are really doing it !
- Some players have tried and abandoned the field, probably due to the “glass ceiling” of the classical SR

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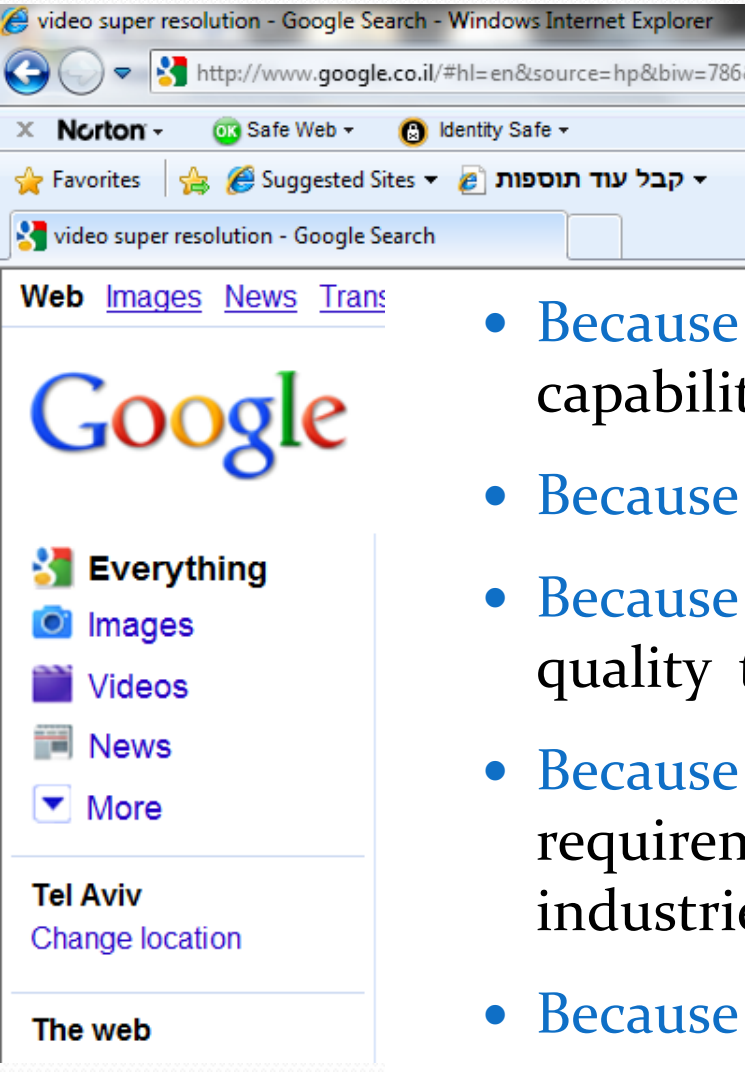
Why BetterView?



- Because we invented a unique world-leading SR capability (patent pending)
- Because our solution is proven and works robustly
- Because we present an unprecedented On-Screen quality that will deliver annual revenues of $300M+
- Because we are well familiar with the gaps & requirements of the TV and the motion picture industries
- Because we have a world-leading team that delivers

Summary and Conclusion

- Our products:
  - SD to HD Conversion service (by hour)
  - In the long term – chip licensing for Real-Time use
- Our advantages to the customer:
  - Cheaper than currently used methods (Motion Pictures)
  - Sole solution in reviving archival TV content
  - Fully Automated
  - **Unprecedented quality**
- BetterView is looking for huge international customers

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“The best way to predict the future is to invent it”

Alan Kay

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Thank You for Listening !

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