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Press Release

For Immediate Release:

GreatVideo!™ Converts & Downloads DVD Video Formats to Apple TV

GreatVideo!™ v2.2 converts recorded DVD video plus any QuickTime™ compatible video format and downloads directly into Apple iTunes™ for use on Apple TV and video iPods™.

Kirkland, WA, 30 April 2007: Software Architects, Inc., announced the availability of GreatVideo! File Converter v2.2 for Apple Mac systems. GreatVideo! is the first and only application that provides automatic conversion of a wide variety of video formats, including recorded DVD video for optimized playback on televisions equipped with Apple TV and on Video iPods.

Powerful and Easy to Use

GreatVideo! is the first software application that automatically reads, copies and converts recorded DVD video discs and un-encrypted DVD movies to Apple iTunes™ for playback on Apple TV and Apple video iPods. The software also converts and downloads 25 video formats into iMovie™ for fast and easy editing. Version 2.2 supports converting any QuickTime compatible video format, as well as VOB and VR format DVD videos, for use in iTunes, iMovie and playback on Apple TV and Video iPods.

Fast and easy conversion for use on Apple TV

Select the "Convert to iTunes" option, select between "Apple TV" format, "iPod Small (320x240)" and "iPod Large (640x480)" resolution format, and the software automatically converts the selected video files into the appropriate implementation of MPEG-4 optimized for use on the selected device. Select the "Add to iTunes" option and GreatVideo! automatically adds the video file to the iTunes play list that you pick. Download your iTunes play lists to a Video iPod or your TV via Apple TV and enjoy your personally recorded DVD video files displayed in high quality without having to learn anything new.

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One Button Conversion for Editing in iMovie™

Now converting and editing your favorite TV or web downloaded video is easier than ever. Select the "Convert to iMovie" option, and the selected video file is automatically converted into the iMovie project file format, the iMovie application is opened and the converted file is downloaded into a new iMovie project. Unwanted scenes, including commercials, can be easily edited out of the video using the iMovie editing functions.

Advanced Features

Advanced features include selecting the compression rate, number of key frames per second, bit rate, and color as allowed by specific video formats.

Mac Universal Compliant

Version 2.2 is optimized for performance on Mac Intel architecture systems.

System Requirements:

Supports all Apple Mac™ Intel and PowerPC based systems running Mac OS 10.4.x or later.

256 MBytes RAM required; 512 MBytes recommended.

5 GBytes free hard disk space required.

QuickTime v7.0.2 required; QuickTime Pro v7.1.5 recommended.

Pricing & Availability

Price: \$79.95 US. Available now.

For further information, please contact:

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About Software Architects, Inc.

Software Architects, Inc. ("SAI") is the first and leading developer of UDF file systems, file conversion utilities and digital photo enhancement technology for computers and consumer electronics devices. The company applies its software technology to address media compatibility and file interchange between a wide variety of computing and electronics devices. The company is a pioneer in digital photo enhancement technology and licenses its patented VistaMax™ technology to OEM and to consumers. Founded in 1987, the company has 20 years of experience in developing and licensing its technology to OEM manufacturers, systems integrators, resellers and consumers in world markets. As an active member of the Optical Storage Technology Association (OSTA), Recordable DVD Council, and the Photo Marketing Association (PMA), SAI plays a leading role in developing industry standards that enable interchange of multi-media files and media formats between a wide variety of devices and media types.

Visit SAI at "<http://www.softarch.com>".

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