



For Immediate Release

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**INTELLIGENT PARADIGM ISSUED PATENT #6,094,726 FOR**

**INNOVATIVE, RECONFIGURABLE, MEDIA PROCESSING CHIP**

**For Immediate Release** – On July 25<sup>th</sup>, the United States Patent Office issued to Intelligent Paradigm, developer of the Video Explorer™ 2 digital video processing system, U.S. Patent # 6,094,726 for a “digital signal processor using a reconfigurable array of macrocells.” This is the second patent issued to Intelligent Paradigm in less than a year.

The patent’s focus is the innovative design used in Intelligent Paradigm’s new ASIC chip for which they have coined the name MSIC™ (market specific integrated circuit). Unlike a standard ASIC chip that has specific “hard wired” functions, the MSIC chip has a core of *reconfigurable*, interconnected macrocells that can be programmed according to the function used for processing high bandwidth digital data. Each macrocell contains arithmetic logic units for performing predetermined functions based on the format of the input data stream from an outside source or from other macrocells. The interconnects between each macrocell are arranged so that the function of the device can be predetermined according to a user’s specific application.

“This new technology has far-reaching implications for the digital video industry,” says Brett Bilbrey, Chief Technology Officer of Intelligent Paradigm. “The use of MSIC

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chips in our new equipment designs will allow our 'hardware' to become 'soft' and configurable; multiple functions will be able to be consolidated into a single device, thus reducing parts cost. It will also allow us to rapidly prototype new equipment and implement new design features such as the Primate<sup>®</sup> RT/HD Explorer<sup>™</sup> chroma matting hardware for high definition television which we just announced and demonstrated in conjunction with IMAGICA Corp. at InterBEE 2000 in Tokyo, Japan on November 15<sup>th</sup>."

Intelligent Paradigm, Inc. is a digital media company with offices in Cupertino, California and Schaumburg, Illinois. Founded in 1996 by George Sheng (CEO) and Brett Bilbrey (CTO), the company aims to establish a new paradigm for digital media with the introduction of MSIC technology. The company's premiere product, Video Explorer<sup>™</sup> 2, is a digital video processing card for PCI bus computers that supports multiple serial digital and/or high definition inputs and outputs.

More information on the MSIC<sup>™</sup> and Video Explorer<sup>™</sup> 2 technologies and product availability can be found at: <http://www.intelligentparadigm.com>.

Primate<sup>®</sup> is a registered trademark of IMAGICA Corp.  
Video Explorer<sup>™</sup> 2, and MSIC<sup>™</sup> are trademarks of Intelligent Paradigm, Inc.  
Intelligent Paradigm's MediaBahn<sup>™</sup> technology is protected by U.S. Patent No. 6,020,931.

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