

For Immediate Release

For Further Information, contact:
Andrew Clarke
Corporate Communications
(416) 882-2600 ext. 8491

ATI Technologies Announces MEDIA MERGE
Introducing Video Editing Software for Microsoft Video for Windows

November 10, 1992 - ATI Technologies Inc. previews MEDIAMERGE, digital video editing software designed for Microsoft* Video for Windows* architecture. MEDIAMERGE provides a low-cost way to integrate video into business or entertainment communications.

MEDIAMERGE users can cut, copy and paste source material using the Scene Editor, which is laid out in timeline format. An Audio Editor allows the user to create, edit and record audio to customize the finished product and maximize message impact. Users can add special transition effects between scenes in the Storyboard Editor and then produce a video, in the AVI file format, to run on a desktop computer, output to video tape or distribute using the run-time utility.

MEDIAMERGE is the result of ATI's research and development efforts in the area of multimedia, digital video and graphics acceleration. "The addition of a digital video editing package to our product line was a natural progression for us," states Henry Quan, Director of Marketing for ATI. He continues, "ATI can now deliver a complete multimedia solution combining hardware and software." ATI's MEDIAMERGE is the first editing product to address the Video for Windows market.

Pricing and Availability

MEDIAMERGE will have a Suggested Retail Price of \$395 and will ship August 3, 1993.

Corporate Profile

Founded in 1985, ATI Technologies Inc. is a leading manufacturer of video graphics, multimedia and communications products for personal computers. Privately held, ATI employs more than 500 people worldwide. ATI products are sold through an extensive network of computer manufacturers and leading computer distributors.

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