

NEXTPIX TO SPONSOR PANEL AT IFP MARKET ON "DESKTOP FILMMAKING"

FOR IMMEDIATE RELEASE

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[September 11, 2000, New York City] nextPix, a Silicon Alley-based provider of Web-based production software and digital content, will be a sponsor at this year's 22nd Annual Independent Feature Project (IFP) Market and host a panel titled "Desktop Filmmaking: The New Aesthetic and Production Revolution." The panel will take place at the Puck Building in New York City on September 18, and features panelists such as Gary Winnick, President of InDigEnt; Larry Thorpe, Vice President at Sony Electronics; Joana Vicente, Co-President of Blow Up Pictures; and Don Thompson, President/CEO of nextPix.

nextPix's CEO Thompson sees the revolution in digital video, including low cost cameras, new editing software, and Internet-based tools, as empowering a whole new level of filmmaking. "I think the use of digital video will expand the general use of the moving image as a communication medium," states Thompson. "I think video will become as common as text on the Internet, and people will soon incorporate digital video into a whole new gamut of communications. The independent digital filmmaker will lead the way, and the masses will follow."

nextPix is also interested in pushing the envelope in terms of professional and independent production techniques. The company is currently working with award-winning directors like Rob Nilsson to develop new production innovations such as parallel production, location independence, real time cinema, and production fusion that combine elements of film and TV production.

"We're experimenting," states Thompson. "At the beginning of the film industry, there was a sense of adventure that the new technology offered. That's the spirit we seek to embody now at the dawn of digital filmmaking."

The company is developing its Filmnexus™ software for release in early 2001, which will include features that support both traditional and avant-garde production techniques and formats. The company recently re-launched its corporate site that contains detailed information regarding the Filmnexus™ product that will be demonstrated in the nextPix IFP Market booth all week from Sept. 18-21, and at Digital Hollywood Sept. 25-28 at the Beverly Hills Hilton Hotel, Los Angeles. For more info about Filmnexus™ or the nextPix IFP panel and workshop events, contact nextPix at 212-402-6861 or visit the company's at www.nextpix.com.

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