



MatrixView Limited
Reg. No. 200004950W
ARBN 109 317 151
9 Shenton Way #05-02 Singapore 068813
tel (65) 6336 2777
fax (65) 6336 5505
www.matrixview.com

ASX Media Announcement

MatrixView Awarded Third Patent for Core Technology

30 July 2007, MatrixView Limited (ASX: MVU) today announced that it has been awarded a third Singapore patent based on its core technology.

Last month the company announced that it had been awarded two patents in Singapore for the Repetition and Correlation Coding (RCC) technology that is the basis for Adaptive Binary Optimization (ABO). Since this time the company has also been granted one of the patents in New Zealand.

This technology is based on the fundamental concept of classification and transformation of data founded on repetitions and correlations. With this technology, it has been proved over the past three years that compressibility is content specific and can be treated based on available data (either exploiting the repetitions or correlations).

MatrixView believes that its innovative technology will create a powerful data management platform so that irrespective of data the market can use this solution with wide application.

Commenting on the awarding of the patent, MatrixView's Chief Inventor and Executive Chairman, Mr Arvind Thiagarajan said, "The company's core technology platform covers the entire gamut of compression, transmission and encryption and solidifies the technology value and offering in the lossless compression and mission-critical world."

For further media information contact:

Veronica Kennedy-Good
Mindshare Communications
Ph: +61 248622426
Mobile: +61 416101110
Email: veronica@mindsharecomms.com.au

About MatrixView Limited

MatrixView Limited (ASX: MVU) is a core technology company that develops and licenses its innovative and patented data compression technology called Adaptive Binary Optimisation (ABO™). MatrixView's technology brings about a fundamental shift in the way data is represented through its content sensitive and adaptive compression techniques. ABO transforms data into an empowering dimension where it can be stored, transmitted, retrieved and secured better than any conventional schemes that are present in the market.

MatrixView's technology licenses and manifestations are currently being deployed in a wide gamut of target areas around the globe. ABO powered healthcare applications in Europe especially have increased productivity, Security and Quality of Service. Portable device OEM's, Email Service Providers, ISPs and other internet application companies have been powered by ABO to increase storage capabilities, improve customer access time and secure critical data of clients/users worldwide. MatrixView is the industry leader in multimedia recompression.

MatrixView has some of the world's leading Fortune 100 companies among its partners and potential customers. The company has over 90 employees with offices in Santa Clara, Singapore, Melbourne, and Centre of Excellence for Research and Development in Chennai, India.

The company is the recipient of the prestigious Frost & Sullivan 2005 Global Award for Technology Innovation and Frost & Sullivan 2007 Healthcare and Life Sciences IT Product innovation of the year award. More information is available at www.matrixview.com

For personal use only