



ASX/Company Announcement

MatrixView starts US Operations

Tuesday 11 January 2005

Technology developer and IT enabling company MatrixView Limited [ASX: MVU] today announced the formation of its USA subsidiary, MatrixView Inc, based in Boston, Massachusetts.

MatrixView Inc will be a wholly-owned subsidiary of MatrixView Ltd, and will be headed by Mr Ryan Vincent, who was recently appointed Senior Vice President of North America Operations.

Mr Vincent has more than 15 years of international executive management, sales and mergers and acquisitions experience gained from Fortune 100 companies and, more recently, early-stage high-growth technology companies.

Mr Vincent was previously the CEO of [Oxygen Inc.](#), an international Risk Management software company focused on the healthcare industry in North America. Prior to that, Mr Vincent was a senior partner in an investment bank, where he acted as a strategic advisor to several high-growth private and public companies, assisting them in developing and implementing market strategies for North America. Mr Vincent also has extensive experience in negotiating and signing international distribution and product licensing agreements.

“Due to the very high interest in our breakthrough ABO technology from US-based IT companies and potential end users, we have taken a strategic direction to form MatrixView Inc,” said Mr Ravi Govindan, MatrixView’s Chairman and Managing Director. “Having a direct presence in the US will enable us to be better aligned with our partners and potential clients there. We are very excited about these new developments and predict 2005 will see us complete major deals in the USA. Ryan Vincent’s background in the IT industry alongside his experience in the North American market makes him the ideal person to head up MatrixView Inc.”

Mr Vincent’s priority will be to commercialise existing applications of ABO technology. In addition, MatrixView will start a research laboratory in San Jose, and engage top researchers to undertake high-end research into developing improved source coders and modelling techniques.

“This research will further enhance the performance of ABO and enable the scaling up of MatrixView’s patent-pending Bit-plane architecture to code correlations, which is the main basis for ABO’s superior compression ratios,” said Mr Arvind Thiagarajan, Chief Scientist and Inventor of ABO. “This is in line with MatrixView’s technology roadmap and puts us on schedule to enter into markets by 2006.”

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About MatrixView Limited: www.matrixview.com

Established in 2002 and listed on 5th August 2004, MatrixView [ASX: MVU] aims to develop its Adaptive Binary Optimization (ABO[®]) data compression technology as an industry standard by working with leaders in industries including Medical, Wireless, Entertainment, Security and Defense. MatrixView is a Singapore-based company with a global focus and business development team. Our technology developers comprise the best talents gathered from around the world, with years of experience in hardware, DSP, software programming, security encryption and transmission protocols. MatrixView focuses on delivering technology solutions to industries that require mathematically lossless/visually lossless digital content optimization with significant higher compression ratios, faster speeds (near real-time encoding/decoding), lower power requirements and better security. MatrixView seeks to license ABO[®] to industry partners and work with industry leaders to achieve cutting-edge solutions.