



**AIMPOINT™ BY VISTAS UNLIMITED WINS THE 29<sup>TH</sup> ANNUAL SPORTS EMMY® AWARD**

Plano, TX – April 29, 2008 – The National Academy of Television Arts and Sciences awarded AimPoint the George Wensel Technical Achievement Award at the 29<sup>th</sup> Annual Sports Emmy Awards presented April 28<sup>th</sup> at Lincoln Center in New York City. The award is for a technical innovation in 2007 that is extraordinary and enhances the broadcast for the viewer.

Vistas Unlimited inserts AimPoint images for The Golf Channel on many of its PGA and LPGA broadcasts. By inserting a virtual arrow pointing to a specific place on the green, AimPoint shows the viewer where a golfer should aim the putt so that the ball will go into the hole. Vistas also draws the “blue line”, a virtual blue line on the green showing the path the ball will follow if it is aimed at the arrow. After the ball is hit the viewer can watch it follow or veer away from the blue line.

Golf Week reported on June 15, 2007 that AimPoint “is the most significant technical advancement in golf broadcasting in the past decade. Its accuracy is uncanny.” The predictive putt information is provided by AimPoint Technology and inserted precisely in the required location in real time in the broadcast by Vistas Unlimited, Inc. Mutual of Omaha sponsors AimPoint on The Golf Channel.

Other nominees for the George Wensel Technical Achievement Award included Draft Track on ESPN NASCAR, CBS Swing Vision, Sport Science Laboratory on Fox, and Jim Nantz Remembers Augusta – The 1960 Masters on CBS for color restoration and colorization.

Vistas Unlimited is a technology development company. The Vistas technology delivers virtual viewer enhancements and virtual embedded marketing during live sports broadcasts through a proprietary computer system integrated with the broadcast camera. The Vistas technology delivers multiple, simultaneous insertions without requiring any changes to the broadcast venue. Examples of AimPoint and other insertions are on the Vistas website, [www.vistasinc.com](http://www.vistasinc.com).