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**Holland America Sails Into Digital Entertainment Delivery
with 360 Systems Video Servers**

*– Digital Video Systems Selects Image Server 2000 for its Superior Value,
Storage Capacity, and Compatibility With Leightronix Controllers –*

WESTLAKE VILLAGE, CA (January 17, 2006) --- As cruise line operators continue to add digital video entertainment options to their onboard experience, 360 Systems' Image Server 2000 is fast becoming the solution of choice for storing and delivering entertainment programming.

Holland America Cruise Lines is the latest operator to incorporate the Image Server 2000 into its staterooms and on-deck entertainment systems. To date, Digital Video Systems, Inc. (DVS) of Miami, FL, the systems integrator for Holland America, has installed 11 Image 2000 servers, with two additional server installations in-process. The Holland America video entertainment system is used to distribute pay-per-view entertainment as well as video that is recorded and desktop-edited onboard by the ship's crew. The system also incorporates C-Tel satellite dishes to receive DirecTV feeds, which also get piped into system. Although crew members that operate the entertainment system are somewhat technically skilled, by necessity they perform these tasks in the course of handling a variety of additional responsibilities. Consequently, the user-friendly interface of this highly-automated solution was a critical requirement.

"We based our system configuration recommendations on what we believed would benefit Holland America's end-users and guests the most," said Jorge Necuze, vice president of sales for DVS. "The Image Server 2000's versatility

and compatibility with industry-standard control and automation protocols made it an extremely compelling choice for meeting the customer's requirements."

"We chose the 360 Systems server because it represents a good value for the end-user," added Rafael Pineda, Systems Engineer for DVS. "The price/performance, the storage capacity, and the fact that it is controllable via the Leightronix controller, which we use on all of the ships, made the Image Server 2000 the best choice for Holland America."

360 Systems' Image Server product family is a new generation of video server that offers broadcast quality performance and reliability at a very attractive price. Cruise ship operators have discovered that digital video entertainment systems powered Image Servers are equivalent in price to the VCR-based entertainment delivery systems that they replace, but offer substantial cost savings in operating labor and content management in both land and sea-based operations.

"Systems integrators are increasingly recognizing the power and value of the Image Server 2000 as the core of site-based video entertainment systems, including cruise ships," said Jim Peacher, business development manager for 360 Systems. "We truly offer the best combination of storage capacity, image quality, ease of use and value available anywhere."

The Image Server 2000 enables storage and delivery of up to 170 hours of video programming. Gigabit Ethernet ports deliver fast content file transfer capability, and compatibility with third-party remote control options enables a high degree of flexibility in system configuration, deployment and user operation.

"Our commitment to open standards and compatibility is a key factor in the Image Server 2000 being selected for cruise ship entertainment systems," adds Peacher. "The Image Server 2000 supports VDCP, P2 and Odetics serial control, making it compatible with virtually every popular control and automation system."

About 360 Systems

360 Systems is a leading developer and supplier of top-selling technology for broadcasters and content producers worldwide. The company has a 34-year

legacy of delivering award-winning hardware solutions that bring efficiency and economy to content delivery. With more than 30,000 installed units around the globe, 360 Systems' brands include Digicart[®], Instant Replay[®], Short/cut[™] Editor and the recently launched Image Server 2000[™] family of video servers. 360 Systems is a privately owned corporation based in Westlake Village, CA. More information on the company is available at www.360systems.com.

About Digital Video Systems

Digital Video Systems, Inc., (DVS), with offices in Orlando, and Miami, evolved from Nu Phase Electronics in 1994. DVS is focused on providing complete video/audio solutions. The company has been recognized by "The Florida Technology Fast 50" and "The Florida 100" as one of the fastest growing companies in the State of Florida. DVS holds the belief that its customers deserve highly personal attention along with the best products and services they can offer. More information on the company is available at www.digitalvideosystems.net.

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