



FOCUS Enhancements Earns Accolades at IBC 2005 -- Announces Partnership With Panasonic for New HD DTE Disk Recorder

Company Announced Plans to Expand FireStore Line to Support Panasonic's DVCPRO HD Format; Also Highlighted Solutions for HD Video Acquisition, Digital Asset Management and Digital Signage

CAMPBELL, CA -- (MARKETWIRE) -- 09/19/2005 -- FOCUS Enhancements Inc. (NASDAQ: FCSE), a worldwide leader in video production and conversion technology, today announced IBC 2005 proved highly successful, creating substantial interest and enthusiasm among video professionals seeking solutions for SD/HD video acquisition, digital asset management, and digital signage. Held in Amsterdam from September 9 - 13, IBC 2005 attracted professionals from the content creation, management and delivery industries.

Among the major highlights of the show, FOCUS Enhancements and Panasonic announced a new partnership to expand the company's top-selling FireStore Direct To Edit(TM) (DTE) line of disk recorders to support Panasonic's DVCPRO HD format.

As a Panasonic P2 Partner, FOCUS Enhancements and Panasonic jointly announced the upcoming FireStore FS-100 portable DTE recorder, which will be specifically optimized for Panasonic's new AG-HVX200 DVCPRO HD P2 Handheld Camera-recorder. The FS-100 will enable professional videographers to record DVCPRO, DVCPRO 50 or DVCPRO HD video streams via FireWire while in the field. Users then connect directly to a Mac/PC notebook or desktop to edit content directly from the FireStore -- eliminating the need to digitize footage. The FireStore FS-100 for the HVX200 is expected to be available in March 2006, and price will be less than \$2,000.

"The partnership with Panasonic is compelling because it will give broadcast professionals working with DVCPRO, DVCPRO 50, and DVCPRO HD formats a complete acquisition to editing solution that will streamline the overall video production workflow -- saving valuable time and money," said Michael Conway, vice president of business development and strategy at FOCUS Enhancements.

At IBC, FOCUS Enhancements also featured its popular FireStore FS-4 HD DTE disk recorders, its recently introduced ProxSys (TM) Media Server for Digital Asset Management (DAM), and its Mantis(TM) MG multi-channel HD media player for digital signage applications. Variations of FOCUS FireStore HD DTE recorders were also showcased in partner booths including JVC, and Miranda.

"IBC proved to be a highly successful show for us as we showcased solutions for video acquisition, digital asset management, digital signage and content distribution, which appealed to a variety of receptive video and industry professionals," said Frithjof Becker, vice president of sales and marketing EMEA of FOCUS Enhancements. "At IBC, HD was a major focus for manufacturers and customers, as the industry continues its rapid shift to shooting and distributing new content in high definition digital format. With onsite partners including JVC, Miranda and Panasonic, we were able to demonstrate industry-leading workflow solutions that dramatically increased productivity and reduced production time and costs."

FOCUS Enhancements also featured its complete family of FireStore DTE products including the FS-2E Studio DTE Recorder (with embedded audio), FS-3 and DR-DV5000 Camera-Mount DTE Recorders, and FS-M MPEG Digital Disk Recorder. The company also displayed its benchmark-setting Digital Signage media players, FireFly SC, MC, and MZ.

For more information on FOCUS Enhancements and its products, please visit www.focusinfo.com.

About FOCUS Enhancements, Inc.

FOCUS Enhancements Inc. (NASDAQ: FCSE) is a leading designer of world-class solutions in advanced, proprietary video technology. Headquartered in Campbell, CA, FOCUS Enhancements designs, develops, and markets video solutions in two distinct markets: advanced proprietary video conversion integrated circuits (ICs) and affordable, high quality, digital-video conversion and video production equipment. Semiconductor IC products include designs for PCs, game cards, Internet, set-top boxes, Internet appliances, and interactive TV applications, and they are sold directly to original equipment manufacturers (OEMs). FOCUS Enhancements' complete line of video presentation and video production devices are sold globally through resellers and distributors to the broadcast, education, cable, business, industrial, presentation, Internet, gaming, home video production and home theater markets. More information on FOCUS Enhancements may be obtained from the company's SEC filings, or by visiting the FOCUS Enhancements home page at <http://www.focusinfo.com>.

Safe Harbor Statement

Statements in this press release which are not historical including statements regarding management's intentions, hopes, expectations, representations, plans or predictions about the future are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements include statements regarding management's plans to complete its FireStore FS-100. Because these forward-looking statements involve risks and uncertainties, there are important factors that could cause our actual results to differ materially from those in the forward-looking statements. Factors that could cause actual results to differ materially include unforeseen increased costs in research and development, the company's ability to maintain adequate funding to develop and complete its FireStore FS-100, the ability of the company to introduce its FireStore FS-100 in a timely manner, if at all, the performance and acceptance of its FireStore FS-100, and the risk factors specified in the company's Form 10-K/A for the year ended December 31, 2004, Form 10-Q/A for the six months ended June 30, 2005 and other filings with the SEC. These statements are based on information as of September 19, 2005 and the company assumes no obligation to update any forward-looking statements, whether as a result of new information, future events, or otherwise.