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## Boca attracts high IT



**NEW TECHNOLOGIES:** Eliot I. Bernstein and Brian Utley have many patents between them. With the products of their new company, Iviewit.com, the men anticipate viewers will find clearer, larger, more definitive images coming across the Internet.  
*Staff photo/Elizabeth Monroe*

### A sight closer to reality

Eliot I. Bernstein and Brian I. Utley have built their careers in the computer science field. Between them, they hold numerous patents.

And they anticipate Bernstein's newest techniques will produce even more.

"We have 10 patents pending," said Utley, president and chief operating officer of iviewit.com. Bernstein, founder and chief technology officer of iviewit.com, is the inventor of the company's products.

On June 22, for the first time, he demonstrated his streaming media process as applied to the daily video clips from the current Ellen DeGeneres comedy concert tour. The clips may be seen on [www.ellen.z.com](http://www.ellen.z.com). The demonstration was delivered at ShowBiz Expo in Hollywood, Calif., where DeGeneres delivered her taped opinion of the product. She also may be seen on iviewit's Web site.

iviewit.com is a business to business outsource, providing high-end streaming media processing and digital Internet imaging.

Bernstein's developments bring a fuller picture to the monitor screen without the need for added programs. Most material formats for video content, such as Beta SP, SVHS and mini DV, can be processed through iviewit's technology, he said. It is then shipped to the client or the client may retrieve it through a link to the company's internal hosting database, according to a company statement.

The technology allows for a full screen picture and high fidelity CD sound.

### New techniques, technologies create wealth

By **ALLISON GOVERNALE**  
BOCA BUSINESS NEWS EDITOR

If you watch the information technology industry, don't blink.

With the increased pace of technological development, what is new today may just be a has been tomorrow.

If the idea of creating a Web site seems like the most advantageous way to let profits roll in, it just might be.

contact Jill Bernstein



Utley, who began his career with IBM Corp. in 1955 is also chairman of Florida Atlantic University Foundation board. Bernstein, who spent about 15 years developing top-tier software product for his family's insurance business, lived in California before moving to Boca and forming the company. Both men say the new techniques allow many types of endeavors to be more realistically displayed.

The techniques are especially useful to people in education, medicine and marketing, as well as entertainment.

The full display is available online at [iviewit.com](http://iviewit.com).