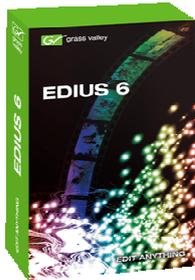


Grass Valley IBC 2010 Press Release



Grass Valley™ introduced 3 new products during the IBC 2010 at Amsterdam, The Netherlands (10 – 12th Sept 2010). They are: EDIUS® 6 editing software, Storm 3G and Storm 3G Elite I/O editing hardware solution, and ADVC G-Series high-quality 3G/3D converters.

Grass Valley Continues to Streamline File-Based Workflows with the Latest Version of EDIUS Multi-Format Editing Software



Grass Valley™ introduced EDIUS® 6, with expanded capabilities to help broadcasters, independent professional video editors, and prosumers continue to streamline their workflows with increased speed, wider format support, and improved system efficiency.

The EDIUS system's renowned, mixed format and file wrapper/codec agnostic timeline has been enhanced in EDIUS 6 to include **1080p50/60, 10-bit support, with up to 4K resolution, and features the fastest native AVCHD editing in the industry.** This includes the ability to edit video content captured with digital SLR cameras such as the Canon EOS. In addition users are able to preview effects in real time.

EDIUS 6 also extends its editing functionality towards post-production applications with **16 Multicam editing, vector-based and track matte keyer video masking, and improved After Effects plug-in support.**

Grass Valley Adds 3 Gb/s Support to Growing STORM I/O Editing Hardware Family

Grass Valley™ introduced two new I/O boards for users of its EDIUS® real-time, multi-format editing system. These next-generation PCI Express (PCIe) boards - **the Grass Valley STORM 3G & STORM 3G Elite** - help make editing affordable, faster, and more efficient, for all types of users; from prosumers working on personal projects to broadcast/professional users editing episodic television.



STORM 3G is an internal board equipped with 3G-SDI I/O, HDMI monitor out, RS-422 for VTR control and REF In. The incoming baseband signal can be captured in either 10-bit or 8-bit video. Choice of codecs includes uncompressed, Grass Valley HQX (10-bit) / HQ (8-bit), AVC-Intra, and XDCAM compatible MPEG-2. Audio is embedded in both SDI and HDMI, providing high-quality audio I/O. A timecode option is also available enabling linear timecode input as well as two reference outputs.



STORM 3G Elite consists of an external breakout box with a PCIe 4x interface card for desktop connection (**4X mode provides enough bandwidth to handle up to 1080p**) as well as an Express 34 card (1X mode: up to 1080i50/60) for connection to a laptop.

Storm 3G Elite video interfaces include dual 3G SDI (which can be used as either two independent 3G SDI (1080p50/60) outputs or one pair identical SDI signals one of which features selectable real time down conversion), HDMI I/O (1080p capable), composite (SD only), and component (up to 1080i) analog video I/O. For audio, four pairs of AES/EBU interfaces, four pairs of XLR balanced audio with balanced and unbalanced audio monitor out. A switchable line/mic (switchable phantom power) is also available for a dedicated voice over input. STORM 3G Elite has two RS-422 interfaces (for controlling a VTR as master and another for control of a slave), Linear timecode I/O, reference in/through/out interfaces (which accept both bi-sync and tri-sync level), and a locking power connector

These new STORM Series I/O boards will be bundled with the new EDIUS 6 multi-format editing software to provide users with an affordable and highly efficient workflow, **including 3D projects.**

Grass Valley's New ADVC G-Series Makes High-Quality Conversion and Scaling, Including 3G/3D, Affordable

Grass Valley™ introduced a completely new line of conversion tools in its ADVC product range at IBC2010 that streamline workflows and saves time for the professional video editor, staging and event engineers, as well as broadcasters. The four new **ADVC G-Series** converters are self-contained and offer a number of premium features, such as frame synchronization and 3D stereoscopic signal conversion, true 1080p capability with 3Gb/s SDI, at a highly affordable price. The significant price/performance ratio of the new Grass Valley ADVC G-Series will ensure that production tools, including 3G and 3D, are within reach of a wider professional audience. For more information about Grass Valley ADVC G-Series products, please visit www.grassvalley.com.

Grass Valley's EDIUS 6 editing software, Storm 3G and Storm 3G Elite will begin shipping in October while the Grass Valley ADVC G-Series will become available in December 2010.