

## Spotlight on the New Grass Valley ADVC G Series Multi-Purpose Digital Video Converter

The Grass Valley™ ADVC® G-Series of affordable, multi-purpose digital video converters are at the leading edge of technology, and are the latest additions to the renowned ADVC family. Housed in a practical and compact 1/3 RU form factor, these four converters tackle a variety of different A/V tasks and are particularly well suited to events and staging, corporate AV centers, and broadcast display applications.

All ADVC G-Series converters include a frame synchronizer (FS) and full format support. The ADVC G1 and G2 includes scaling features, while the ADVC G3 includes multiplexing features.

In each of the products below we have provided three quick review notes that answer the most important questions of any converter: What does it do? Who needs it? And what is the pricing?

### Grass Valley ADVC G-1

*Any In to SDI Multi-Functional Converter/ Upconverter with Frame Synchronizer*

The ADVC G1 is a compact and competitively priced converter, designed to convert and/or upconvert any kind of professional/broadcast signals to HD/SD-SDI with the full support of the latest 3G technology.



The ADVC G1 will convert and/or upconvert, at the user's choice, sources from HDMI, DVI, component, composite, S-Video, AES/EBU, and analog audio to HD/SD-SDI (3G/1.5G support). With its audio inputs, the ADVC G1 can also be used as an audio embedder. It also features a reference in port which can serve as a frame synchronizer for the analog inputs, eliminating the need to purchase separate expensive equipment.

**What does it do?** Converts your analog, HDMI and DVI signals to HD/SD-SDI. It also upconverts SD footage to HD

**Who needs it?** Anyone with older legacy gear trying to integrate it into an HD workflow via SDI.

**Pricing?** RM4,399

### Grass Valley ADVC G-2

*HDMI & SDI to Analog & SDI Multi-Functional Converter/Downconverter with Frame Synchronizer*

Like other members of the ADVC G-Series family, the ADVC G2 combines the latest conversion technologies in a compact 1/3 RU form factor.

Featuring HDMI and HD/SD-SDI (3G/1.5G support) for the inputs and HD/SD-SDI (3G/1.5G support), component, composite, S-Video, AES/EBU, and analog audio for the outputs, the new ADVC G2 plays the role of many converters for the price of one. The ADVC G2 also features 3G support, downconverting, and a frame synchronizer, which becomes very handy when, for example, connecting the SDI out to a switcher.



The ADVC G2 can be used as a monitoring device for HDMI and HD/SD-SDI sources, but it can also act as an HDMI to HD/SD-SDI (3G/1.5G support) converter.

The AES/EBU and analog audio outputs, used for audio de-embedding, are a welcome feature in most monitoring applications.

**What does it do?** Converts your HDMI and SDI signal to analog. Converts HDMI to SDI. Also downconverts your HD footage to SD.

**Who needs it?** Anyone looking to pull HD content into an older analog or SD workflow.

**Pricing?** RM3,699

# Grass Valley ADVC G-3

2X SDI to HDMI Converter/ Multiplexer with 3D Support

The ADVC G3 is a full-featured HD/SD-SDI to HDMI converter with 3G technology and the latest HDMI 1.4a connection support, designed to fulfill the demands of 3D monitoring and multiplexing.

The ADVC G3 can be used as a standard HD/SD-SDI to HDMI converter, but also features a second SDI input which can be used for left-eye/right-eye inputs. The ADVC G3 will, in real time, multiplex the two left-eye/right-eye signals for a 3D output through HDMI.



The analog audio and AES/EBU outputs, used for audio de-embedding, are a welcome feature in monitoring situations, for both 2D and 3D content.

The ADVC G3 features 3D multiplexing technology supported by HDMI 1.4a (Side-by-Side, Top-and-Bottom, and Frame Packing - sequential), which can be turned on and off manually.

**What does it do?** Converts SDI input into HDMI output. Combines dual SDI input into a single HDMI output.

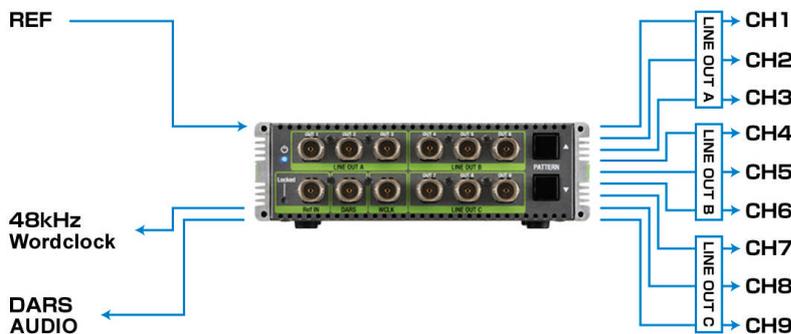
**Who needs it?** Anyone looking to convert SDI into HDMI. Editors working with 3D footage can use the ADVC-G3 to combine both inputs into a multiplexed 3D HDMI output

**Pricing?** RM3,699

# Grass Valley ADVC G-4

Sync Generator with Reference In

The ADVC G4 is more than just a compact and robust sync generator. While most competitive products have only six outputs and restrictions on SD and HD signals, the ADVC G4 has nine outputs that can be individually controlled in groups of three. For example, three outputs can be SD, the other six can be HD, or vice versa.



The ADVC G4 also includes a 48 kHz wordclock as well as a reference input, which allows it to be used as an extender when more than nine outputs are needed, or when an extension from the main system is necessary.

The ADVC G4 features the highest signal quality, best functionality, and the most comprehensive format support in the compact sync generator market.

**What does it do?** Generates Sync for multiple devices using a single input.

**Who needs it?** Anyone who needs to sync multiple SD and HD signals for use in broadcast production environments.

**Pricing?** RM2,599

# EDIUS 6 Video Tutorial



More EDIUS 6 video tutorials!!

5 part series of Color Grading tutorials using EDIUS 6 from [MTS]FILM.

<http://www.vimeo.com/27292117>

The EventDV 6 part video tutorial series on EDIUS 6 new Mask filter, new Field Editing with Proxy Mode, 16 Multicam editing, and many more!

<http://vimeo.com/channels/edius6>

Check out this interesting article by TV Technology: **Is EDIUS Ready for Primetime?** by Jay Ankeney 20/9/2011

<http://www.tvtechnology.com/article/124624>