

FOR IMMEDIATE RELEASE

Calibrated Software Introduces Decoding Tool for AVC-Intra Workflows

New Product Expands AVC-Intra-Based Post Production by Providing Easy, High-Quality Solution for Viewing and Working with AVC-Intra Files on Multiple Platforms

Austin, TX (April 9, 2010) — Calibrated Software, an innovator of applications and plug-ins for video, asset management and mobile platforms, today introduced Calibrated{Q} AVC-Intra Decode, the most recent solution in the Calibrated{Q} product family of QuickTime components that enhance professional video workflows. Available April 12, 2010, Calibrated{Q} AVC-Intra Decode is a new QuickTime decode codec that expands AVC-Intra-based post production by providing an easy and high-quality way to independently work with and view AVC-Intra files.

AVC-Intra is an advanced 10-bit video compression technology developed by Panasonic for cameras in the company's professional P2 product line. Calibrated{Q} AVC-Intra Decode streamlines use of AVC-Intra material by letting users share, view and work with AVC-Intra MOV files in QuickTime Player and other applications that support QuickTime directly on their Mac or PC systems with up to full 10-bit color depth and without requiring additional software, such as Final Cut Pro. Calibrated{Q} AVC-Intra Decode also enables cross-platform, standalone playback and use of P2 AVC-Intra MXF files in QuickTime Player or Square Box Systems' CatDV asset management software when used in tandem with Calibrated{Q} MXF Import, another Calibrated{Q} product.

Unique capabilities of Calibrated{Q} AVC-Intra Decode include:

- Cross-platform (Mac or PC) sharing, viewing and playback of AVC-Intra MOV files in QuickTime Player and other QuickTime-supported applications
- Decoding to 10-bit YUV 4:2:2 for projects requiring full 10-bit quality
- Decoding to 8-bit YUV 4:2:2 or 8/16-bit RGB for wide-ranging application compatibility
- Multi-threaded decoding for faster performance
- Greater image control with the ability to enable or disable QuickTime gamma correction
- The ability to play back and work with Panasonic P2 AVC-Intra MXF files in QuickTime Player and CatDV when used in conjunction with Calibrated{Q} MXF Import.

“We are excited by the development of products like Calibrated{Q} AVC-Intra Decode that extend the quality, flexibility and efficiency of AVC-Intra media into the post-production process and provide customers with a comprehensive range of options for working with AVC-Intra files,” said Michael Bergeron of Media & Production Services, Panasonic Solutions Company. “Calibrated Software is an important provider of workflow tools for the broadcast and film industry and we are pleased to be welcoming the company as an official new member in the Panasonic P2 Partner Alliance.”

“As advancements in image formats continues to evolve, Calibrated Software is committed to delivering accessible tools that map to today's changing workflows and can be easily installed onto a user's Mac or PC to help them see and work with their material as directly and immediately as possible,” said Greg Booth, President, Calibrated Software. “Many broadcasters and post-production facilities are adopting a Panasonic AVC-Intra workflow and Calibrated{Q} AVC-Intra Decode was created to facilitate rapid viewing and review of AVC-Intra material at up to full 10-bit quality and according to the end user's specific platforms and needs.”

Calibrated{Q} AVC-Intra Decode speeds sharing, distribution and review of AVC-Intra files by allowing users to skip time-consuming conversion steps and tailor viewing immediately and specifically to their setup, regardless of platform and having an editing application installed.

Pricing & Availability

Version 1.0 of Calibrated{Q} AVC-Intra Decode for Macintosh OSX 10.5/10.6 (Intel only) and Windows 7/Vista/XP will be available starting April 12, 2010, from Calibrated Software and will be featured in demonstrations at NAB Booths C3712 (Panasonic Solutions Company) and SL7708 (Square Box Systems). For pricing and download information, please visit www.calibratedsoftware.com.

About Calibrated{Q} Components

Calibrated Software delivers a range of uniquely accessible QuickTime components that bridge video capture and video editing workflow gaps. Products include Calibrated{Q} MP4-EX Import, a QuickTime component offering native import and editing of MP4 files from JVCPro HD HM700 and Sony XDCAM EX cameras within Final Cut Pro; Calibrated{Q} MXF Import, a QuickTime component enabling native importing and editing of Material eXchange Format (MXF) files from Panasonic P2, Sony XDCAM-HD and Ikegami GFCam HD cameras, and MXF files from Avid Media Composer in Final Cut Pro, and a family of cross-platform, multi-threaded decode codecs that introduces the freedom to view and share AVC-Intra, DVCProHD, XDCAM HD/EX, HDV, IMX, DV50 QuickTime movies on Macintosh and Windows systems.. When used in conjunction with Calibrated Software's MXF Import or MP4-EX Import products, Calibrated{Q} Decode codecs can turn QuickTime Player into a native player for many types of professional camera file formats.

About Calibrated Software

Calibrated Software, Inc. develops applications and plug-ins for video, asset management, and mobile workflows. Tools introduced by Calibrated Software are used across the professional media creation market to help customers open up new post-production workflows and navigate the evolving landscape of today's digital camera and file format technologies. Calibrated Software products include the Calibrated{Q} line of QuickTime importing and decoding components for Macintosh OSX and Windows. For further information, please visit www.calibratedsoftware.com.

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