

FOR IMMEDIATE RELEASE

Calibrated Software Announces Importing and Decoding Tools to Accelerate Tapeless HD Acquisition and Editing Workflows

Product Suite Bridges Post-Production Gaps with Native Editing of MXF and MP4 Files from Popular HD Cameras and Cross-Platform Viewing for Proprietary-Format QuickTime Media

Las Vegas, NV — NAB 2009 (April 21, 2009) — Calibrated Software, an innovator of applications and plug-ins for video, asset management and mobile platforms, today announced an enhanced family of cross-platform tools to streamline and speed the process of viewing and using high-definition camera and other video files within popular post-production systems and editing packages. The products, which are being demonstrated at NAB booths #C5108 (Ikegami) and #SL8307 (Square Box Systems) and during JVC's demonstration at the FCPUG NAB SuperMeet 2009, include:

Calibrated{Q} MXF Import — A QuickTime plug-in that accelerates the editing process for Final Cut Studio applications by enabling native importing and playback of Material eXchange Format (MXF) files from Panasonic P2, Sony XDCAM-HD and Ikegami GFCam HD cameras, and MXF files from Avid Media Composer. Calibrated{Q} MXF Import eliminates the need to log and transfer within Final Cut Pro and allows native use of these MXF files in other QuickTime-enabled programs.

Calibrated{Q} MP4-EX Import — A QuickTime plug-in offering native import and playback of MP4 files from JVCPro HD HM700 and Sony XDCAM EX cameras with the same workflow advantages as Calibrated Software's MXF Import tool. JVCPro HD HM700 and Sony XDCAM EX MP4 files can be imported and played directly without logging and transferring clips and can also be used natively in other QuickTime-enabled applications.

Calibrated{Q} Decode Codecs — A family of cross-platform, multi-threaded decoders that allows the freedom to view and share QuickTime movies on Macintosh and Windows systems without having specific editing software installed. Using Calibrated{Q} Decode codecs, movies in various proprietary QuickTime formats can be viewed directly from applications that support QuickTime.

Calibrated{Q} decoders are available for viewing and sharing DVCPROHD, XDCAM HD/EX, HDV, IMX and DV50 QuickTime movies. Calibrated{Q} Decode codecs feature a range of gamma settings, color options and other advanced decoding capabilities. When used in conjunction with Calibrated Software's MXF Import or MP4-EX Import products, Calibrated{Q} decoders can turn the QuickTime player into a native player for Panasonic P2, Sony XDCAM-HD, Ikegami GFCam and Avid Media Composer MXF files or a native player for JVCPro HD HM700 and Sony XDCAM EX MP4 files.

“Our goal at Calibrated Software is to enhance current and future post-production workflows. We leverage a deep technical knowledge of camera and data exchange formats to provide useful tools so video professionals can more quickly view and use material acquired for today's tapeless digital productions,” said Greg Booth, President, Calibrated Software. “Whether it's helping users skip extra steps in the capture-to-editing process with direct import of content wrappers like MXF or MP4 or opening up the option for anyone to play and review QuickTime movies independent of the editing toolset, Calibrated Software is the only company focused on filling these gaps with cost-effective solutions that are cross-product, cross-platform and cross-format.”

At NAB 2009, Calibrated Software products can be seen at Ikegami Booth #C5108 (Calibrated{Q} MXF Import) and Square Box Systems Booth #SL8307 (Calibrated Software tools with the CatDV asset management product line). Calibrated{Q} MP4-EX Import is being debuted as part of JVC's demonstration during the FCPUG NAB 2009 SuperMeet, Tuesday, April 21, 2009, at 5:00 PM.

System Requirements

For Macintosh and Windows system specifications and technical requirements, please refer to documentation and demos available for each product at the Calibrated Software website, www.calibratedsoftware.com.

Pricing and Availability

Calibrated{Q} MXF Import, XD Decode, DVCProHD Decode and IMX Decode for Macintosh OSX and Windows operating systems and Calibrated{Q} DV50 Decode for Windows are available now from Calibrated Software. For pricing and download information, please visit www.calibratedsoftware.com. Calibrated{Q} MP4-EX Import and Calibrated{Q} MXF Import with Avid Media Composer and Ikegami GFCam HD support are being demonstrated now and are expected to be available in May 2009.

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 plug-ins for Macintosh OSX and Windows. For further information, please visit www.calibratedsoftware.com.