

FOR IMMEDIATE RELEASE

## Calibrated Software Boosts Professional Video Workflows with an AVC-Intra QuickTime Encode Codec for PC and Mac

**Austin, TX (June 21, 2012)** — Calibrated Software, an innovator of applications and plug-ins for video, asset management and mobile platforms, has released Calibrated{Q} AVC-Intra Encode, a QuickTime Encode codec that enables exporting of up to 10-bit compressed AVC-Intra .MOV files from PC- and Mac-based applications that support QuickTime. Now available from [www.calibratedsoftware.com](http://www.calibratedsoftware.com), the product extends new options to professional content creators who need to export or deliver high-quality 10-bit compressed media from Windows or OSX platforms.

Calibrated{Q} AVC-Intra Encode also introduces a unique Post-Encode feature that lets users embed Final Cut Pro X MetaData such as ReelName, Scene and Location information, and a Clip Memo into an AVC-Intra .MOV file after encoding. Once embedded, this information can be readily seen when imported into Final Cut Pro X. Additionally, the Post-Encode feature allows users to insert new timecode via a new TimeCode Track in the AVC-Intra .MOV file which can be seen by applications that support QuickTime TimeCode Tracks.

Key capabilities of Calibrated{Q} AVC-Intra Encode include:

- AVC-Intra encoding to QuickTime .MOV files from third party applications that support QuickTime
- YUV conversion from either SMPTE RGB or full-range RGB
- Support for 8/10-bit YUV 4:2:2 colorspace
- Support for 8/16-bit RGB colorspace
- 100Mb or 50Mb I-frame AVC-Intra compression at industry-standard resolutions and frame rates
- A variety of gamma correction settings

"Native AVC-Intra among leading broadcast video servers and post platforms has enabled many enterprise facilities to use the award-winning 10-bit Intra frame AVC-Intra compression across platforms as a mezzanine compression format," said Panasonic Senior Business Development Manager Michael Bergeron. "With solutions like Calibrated {Q} AVC-Intra Encode, independent post-production teams can easily share AVC-Intra files across more platforms and applications than ever before. This should help make AVC-Intra files as popular for content exchange and deliverables as they have been for acquisition."

"Many PC professionals want to work with 10-bit compressed media but they may not be able to easily 'hand off' 10-bit compressed media to Mac professionals," said Greg Booth, President, Calibrated Software. "Calibrated{Q} AVC-Intra Encode solves this workflow hurdle for customers who are using Adobe After Effects or Adobe Premiere Pro CS5/CS6 applications on the PC so that they can now export AVC-Intra .MOV files which can easily be imported into Apple Final Cut Pro 7 or Apple Final Cut Pro X. It also opens up additional encoding options for customers using Adobe After Effects or Adobe Premiere Pro CS5/CS6, Compressor 3.5/4, or Apple Final Cut Pro 7/X on the Mac."

AVC-Intra is an advanced 10-bit video compression technology developed by Panasonic for cameras in the company's professional P2 product line. In addition to Calibrated{Q} AVC-Intra Encode, Calibrated Software also offers Calibrated{Q} AVC-Intra Decode, a cross-platform QuickTime Decode codec for viewing and playing back AVC-Intra .MOV files in QuickTime Player and other applications that support QuickTime.

**System Requirements:**

Windows users should be running 32/64-bit Windows 7 or Vista (Business or Ultimate) or Windows 32-bit XP with SP3 on an Intel Processor with SSE3 support and a recommended setup of at least an Intel Core 2 Duo with two physical cores. A Virtual Windows OS is not supported on the PC. Mac users should be running Mac OSX 10.6.8 (Snow Leopard) or Mac OSX 10.7.2 (Lion) on a MacIntel with an Intel Core 2 Duo processor with a minimum of two cores or two physical processors. All users should be running QuickTime Player 7.6.6 or higher. Viewing and playback of AVC-Intra .MOV files in applications that support QuickTime requires a licensed install of Final Cut Pro 7, Final Cut Pro X, Compressor 3.5/4 or Calibrated{Q} AVC-Intra Decode.

**Pricing & Availability**

Version 1.0 of Calibrated{Q} AVC-Intra Encode for PC and Mac is available now. For pricing information and to purchase a software license, please visit [www.calibratedsoftware.com](http://www.calibratedsoftware.com).

**About Calibrated{Q} Components**

Calibrated Software delivers a range of QuickTime components that bridge video capture and video editing workflow gaps. Products include Calibrated{Q} MP4-EX Import, a QuickTime import component offering native import and editing of MP4 files from JVCPro HD HM700 and Sony XDCAM EX cameras within Final Cut Pro 6/7; Calibrated{Q} MXF Import, a QuickTime import component enabling native importing and editing of Material eXchange Format (MXF) files from Panasonic P2, Sony XDCAM-HD and Ikegami GFCam HD cameras, and DNxHD MXF files from Avid Media Composer in Final Cut Pro 6/7; 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 and DV50 QuickTime movies on Macintosh and Windows systems.

**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 import components and decode codecs for Macintosh OSX and Windows. For further information, please visit [www.calibratedsoftware.com](http://www.calibratedsoftware.com).

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