

## Blackmagic Design Announces DeckLink Studio

Blackmagic Design is thrilled to announce the newest video capture card to our family of outstanding low-cost video capture cards - the DeckLink Studio.

DeckLink studio replaces all other Blackmagic Design Standard Definition cards. It has increased analog connectivity to connect with older analog equipment, as well as SD and HD-SDI. It is a 10-bit card and has a 1 lane PCI Express connection that works in lower cost computers, while still retaining incredibly high data speeds to the computer, so it's perfect for HD video and real time effects.

The world's first low cost 10 bit SD, HD switchable editing card with SDI, component, S-Video and composite capture and playback, hardware down converter and 4 channel balanced audio for \$695

MacWorld 2009, San Francisco, CA, USA - January 7, 2009 - Blackmagic Design Inc. today announced DeckLink Studio, a new model capture card specifically designed as a replacement for standard definition cards, but with increased analog connectivity for wide compatibility with older analog equipment as well as SD and HD-SDI for the latest digital equipment. DeckLink Studio replaces the entire Blackmagic Design standard definition product line while also adding HD support, at much lower cost.

DeckLink Studio features independent connections for SDI, analog component, S-Video and composite video, so all types of external video equipment can remain connected without re-cabling. DeckLink Studio also includes SDI connections that switch between SD and HD, as well as an SD only output that always outputs via a built in hardware down converter even when running in HD. The SD down converted output is great when you need to monitor your work in both SD and HD at the same time. No product on the market today has a built in high quality hardware down converter at this low price point.

The built in 10 bit hardware down converter is selectable between letterbox, anamorphic 16:9 and center cut 4:3 modes, and operates when running in all HD video formats as well as in capture and playback modes. Embedded SDI audio is supported via the hardware down converter and output on the SDI output. When running HD video formats, both S-Video and composite video are output from the down converter so video is always present, independent of what video standard is used.

Because DeckLink Studio was designed as a replacement for Blackmagic Design's standard definition product range, it includes greater audio connectivity for when customers need to use older broadcast decks such as Betacam SP. DeckLink Studio includes 4 channels of balanced analog audio, as well as 2 channels of AES/EBU digital audio. For extra digital audio, the channel 3 and 4 analog audio outputs can be switched to AES/EBU for channel 3 & 4 and 5 & 6 outputs. That provides 6 channels of digital audio output in total, and is perfect for 5.1 surround sound monitoring or multi language work.

***DeckLink Studio features*** a 1 lane PCI Express connection that works in lower cost computers, while still retaining incredibly high data speeds to the computer, so it's perfect for HD video and real time effects.

While DeckLink Studio has powerful HD features, it's designed to be a perfect choice for customers who only need SD support. Its low cost and compatibility with affordable entry level computers makes it a perfect choice for SD, and if HD is required at any time, DeckLink Studio will instantly switch to HD video. This means DeckLink Studio is the perfect solution for post production and broadcast users even with the tightest budgets. No other product provides as much power for the price as DeckLink Studio.

When doing broadcast work, DeckLink Studio has a built in SD keyer, that allows RGBA graphics to be keyed over the SDI input in standard definition. If external keying is required, DeckLink Studio can also output key on the SD-SDI output and fill video on the main HD/SD-SDI output.

DeckLink Studio also features black burst and tri-sync input and a RS-422 deck control connection for broadcast decks.

### ***DeckLink Studio Key Features***

- Built in internal SD keying, or select to output both fill and key via SD/HD-SDI outputs.
- 2 channels of AES/EBU audio capture and playback with sample rate converter on input.
- 4 channels of XLR professional analog audio capture and playback.
- Genlock/Tri-Sync reference input for locking card to large systems.
- RS-422 remote control for broadcast decks.
- PCI Express plug in card at 2.5 Gb/s speeds for maximum real time effects.
- Real time effects in Apple Final Cut Pro™ and Adobe Premiere Pro.

### ***Availability and Price***

DeckLink Studio is available now and in stock for only US\$695 or €545 from all Blackmagic Design authorized resellers worldwide.

### ***Press Photography***

Product photos of the new DeckLink Studio, and all other Blackmagic Design products, are available at [www.blackmagic-design.com/press/resources/images](http://www.blackmagic-design.com/press/resources/images)

## Blackmagic Design Announces DeckLink SDI

MacWorld 2009, San Francisco, CA, USA -- January 7, 2009 -- Blackmagic Design Inc. today announced DeckLink SDI, a new model of capture card which combines highest quality 10 bit SD/HD-SDI capture and playback with an unprecedented low cost of only US\$395.

DeckLink SDI is designed for high-end broadcast and post production customers who are working in large SDI based facilities needing many creative workstation seats at the lowest possible cost.

DeckLink SDI includes the highest quality quality 10 bit SD/HD-SDI capture and playback, while also including features high end customers really need, such as black burst/HD tri-sync reference input, and RS-422 deck control. DeckLink SDI replaces Blackmagic Design's original SD only DeckLink model, while adding PCI Express, 10 bit HD-SDI capture and playback, and reference input. Because DeckLink SDI features broadcast quality SDI, and can instantly switch between SD-SDI and HD-SDI formats, it's perfect for connecting to decks such as HDCAM, HD-D5, Digital Betacam and more. DeckLink SDI is also fully compatible with all SDI based cameras and monitors. DeckLink SDI includes 8channels of embedded SDI audio support, so all video and audio connections are made with a single BNC type SDI video cable.

DeckLink SDI is fully compatible with the largest enterprise level broadcast routing switchers, such as Blackmagic Design's Broadcast Videohub 72 x 144 SDI router, and is perfect for use with a wide range of SDI video converters such as Blackmagic Design's Mini Converter range. With many customers working in large broadcast systems with all kinds of SDI equipment, DeckLink SDI is the ideal choice for these types of large integrated workflows. "We have worked hard to make HD editing, design and effects available for people who could only afford SD products, and with DeckLink SDI we have donethat," said Grant Petty, CEO, Blackmagic Design. "We think customers will love this product and broadcasters will also get a solution that lowers the per-seat cost of creative workstations, which is vitally important as broadcasters worldwide continue their upgrade programs from SD to HD".

DeckLink SDI features a 1 lane PCI Express connection that works in lower cost computers, while still retaining incredibly high data speeds to the computer, so it's perfect for HD video and real time effects.

While DeckLink SDI has powerful HD features, it's also designed to be the perfect choice for customers who are only working in SD. Its low cost, and great compatibility with affordable entry level computers, makes it a perfect choice for SD. If HD is required at any time, DeckLink SDI will instantly switch to HD video. This means DeckLink SDI is the perfect solution for post production and broadcast users even with the tightest budgets. No other product provides high quality 10 bit SDI capture and playback with the low price of the new DeckLinkSDI.

When doing live broadcast graphics work, DeckLink SDI has a built in SD keyer, that allows RGBA graphics to be keyed over the SDI input in standard definition. This lets broadcasters overlay live titles and graphics all in the onelw cost solution.

### ***DeckLink SDI Key Features***

- 10 bit SDI capture and playback with full HD-SDI and SD-SDI compatibility.
- SDI switches between SD and HD.
- Built in internal SD keying of RGBA graphics over live video input.
- 8 channels of SDI audio capture and playback in HD and SD.
- Genlock/Tri-Sync reference input for locking card to large systems.
- RS-422 remote control for broadcast decks.
- PCI Express plug in card at 2.5 Gb/s speeds for maximum real time effects.
- Real time effects in Apple Final Cut Pro™ and Adobe Premiere™ Pro.

### ***Availability and Price***

DeckLink SDI is available now and in stock for only US\$395 or €325 from all Blackmagic Design authorized resellers worldwide.

### ***Press Photography***

Product photos of the new DeckLink Studio, and all other Blackmagic Design products, are available at:

[www.blackmagicdesign.com/press/resources/images](http://www.blackmagicdesign.com/press/resources/images)

### ***About Blackmagic Design Inc.***

Blackmagic Design Inc. manufactures the world's highest quality video editing products, converters and routers for the post production and television broadcast industries. The Multibridge, DeckLink and Intensity family of products have revolutionized the post production industry and made HDTV and film editing more affordable. Founded by the world's leading editors and engineers from the postproduction industry, this knowledge is constantly fed back into our products. Blackmagic Design has operations in the USA, United Kingdom, Japan, Singapore, and Australia.

### ***For more information, please check***

[www.blackmagic-design.com](http://www.blackmagic-design.com)