

FOR IMMEDIATE RELEASE

Blackmagic Design Announces New Developer Support for DeckLink, Intensity and Multibridge
Blackmagic Design Releases Cross Platform Blackmagic SDK 1.2 for OS X and Windows

San Jose, California, USA - April 8, 2009 - Blackmagic Design Inc. today announced the release of the Blackmagic SDK v1.2 for their DeckLink, Intensity and Multibridge broadcast capture and playback products. Blackmagic SDK v1.2 is a cross platform SDK for developers who want to write software for capture and playback of the highest quality video. The SDK is available now for both the Microsoft Windows and Apple OS X platforms.

The new SDK provides access to not only the capture and playback capabilities of Blackmagic Design's products, but also direct access to the features previously not available to customers developing via Quicktime or DirectShow frameworks. This includes access to the capture control panel settings as well as other configuration and programmatic access.

With the new APIs included in this SDK, developers can now rapidly develop applications for Blackmagic Design products on both Mac OS X and both 32 and 64 bit Windows XP and Vista. This eliminates the need to constantly restructure their existing code to work around Quicktime or DirectShow framework limitations.

"Blackmagic are committed to providing developers with access to the full power of it's products. The DeckLink API in the new release of the SDK will assist developers in using Blackmagic Design products to build the solutions their customers need," said Daniel Moore, Director of Software Engineering, Blackmagic Design.

Availability and Price

Blackmagic SDK v1.2 with full documentation and sample code included is Available now free of charge from the Blackmagic Design website at www.blackmagic-design.com.

Press Photography

Blackmagic Design products, is available at www.blackmagic-design.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 post production 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.