











# HARD DATA

## TEN GREAT HARDWARE ADD-ONS FOR YOUR NLE.

|   | ITEM/<br>CONTACT   | COMPANY               | MSRP                         | COMPATABILITY   | SPECS   |
|---|--|-----------------------|------------------------------|---|---|
|    | <b>DECKLINK INTENSITY &amp; INTENSITY PRO</b><br><a href="http://www.decklink.com">www.decklink.com</a>  | Blackmagic Design     | \$249-349                    | PCI Express card with HDMI in/out for Intel Mac and PC. Pro version adds analog I/O.                                  | Capitalizing on the increasing number of HD devices that sport HDMI interfaces, Intensity allows capture via HDMI and output either back to camera or to an HDTV for monitoring. Accurate, reliable and a remarkable bargain. |
|    | <b>IO HD</b><br><a href="http://www.aja.com">www.aja.com</a>   | AJA                   | \$3,495                      | Mac only (desktop or MacBook Pro). Capture/output any format to FCP.  | Io HD's coolest feature is real-time encoding in Apple's ProRes 422 codec. For example, you can capture in the field 10-bit uncompressed HD on a MacBook Pro in ProRes 422 HQ in real time to just a single drive.            |
|    | <b>MOJO SDI</b><br><a href="http://www.avid.com">www.avid.com</a>  | Avid                  | \$2,495                      | Mac/PC. SD only capture/output for Avid Xpress Pro.   | Let's we neglect new entries from Avid, the Mojo SDI adds SDI in/out with embedded audio for Xpress Pro users working in SD. No HD options.   |
|   | <b>MXO</b><br><a href="http://www.matrox.com">www.matrox.com</a>   | Matrox                | \$995                        | Mac only. Outputs HD signal to DVI, SDI, component or composite monitor, with real-time downrez to SD.                | It's one thing to edit HD, but MXO allows the highest quality monitoring short of a capture card and SDI monitor. Outputting to an Apple 23" Cinema Display or similar, it even can calibrate the monitor with bars.          |
|  | <b>PROFESSIONAL SERIES KEYBOARDS</b><br><a href="http://www.bella-usa.com">www.bella-usa.com</a>         | Bella                 | \$190                        | Mac/PC. Available for Adobe Premiere Pro, Apple FCP, Avid Media Composer and Xpress, Pinnacle Edition and Sony Vegas. | These keyboards have a great feel for general typing and save you gray matter from needing to store video app shortcuts. The jog/shuttle wheel can be customized to your own specs.   |
|  | <b>COMBO DOCK V4</b><br><a href="http://www.wiebetech.com">www.wiebetech.com</a>                         | Wiebetech             | \$169 and up                 | Mac/PC. Connect a bare drive to the drive dock and then to host computer via USB or FireWire.                         | Different models or adapters allow connection of ATA or SATA drives (both 3.5" and 2.5"). Just the solution for backups or drives used for file exchanges—it saves buying enclosures.   |
|  | <b>RAID STORAGE</b><br><a href="http://www.caldigit.com">www.caldigit.com</a>                            | CalDigit              | Varies by interface/capacity | Mac/PC, FireWire/SATA/direct PCIe.  | CalDigit knows video, building solid devices that can handle anything from DV to 2K. And they have some of the best tech support around.  |
|  | <b>RAID STORAGE</b><br><a href="http://www.dulcesystems.com">www.dulcesystems.com</a>                    | Dulce Systems         | Varies by interface/capacity | Mac/PC, FireWire/SATA/direct PCIe.  | Dulce Systems is the new kid on the block, promising highly reliable storage in a full line of RAID solutions. Here again, RAID's redundancies and rebuild capabilities secure your data.                                     |
|  | <b>MERCURY PRO SW-5582 BLU-RAY DISC BURNER</b><br><a href="http://www.macsales.com">www.macsales.com</a> | Other World Computing | \$639                        | Mac/PC. Also burns DVDs and CDs.  | Based on a Panasonic mechanism, the Mercury Pro works with any Blu-ray authoring app to produce discs for set-top players or PS3 consoles. More solutions will appear, but if you need Blu-ray now, consider this model.      |
|  | <b>S-8 POWERED MONITORS</b><br><a href="http://www.tapcoworld.com">www.tapcoworld.com</a>                | Tapco by Mackie       | \$499/pr                     | Balanced TRS/XLR and unbalanced RCA inputs.   | These neutral monitors represent an excellent compromise between price and quality. Since they're magnetically shielded, you can place them safely next to a CRT monitor. You, and your clients, will hear the difference.    |

# SOFT FOCUS

## 10 GREAT SOFTWARE ADD-ONS FOR YOUR NLE.

| ITEM/<br>CONTACT   | COMPANY            | MSRP                                       | COMPATIBILITY  | SPECS  |
|--|--------------------|--|--|--|
| <b>BORIS CONTINUUM COMPLETE 5</b>                                      | BorisFx            | \$895 and up                               | PC/Mac, FCP/Premiere/After Effects/AVX/Combustion/Autodesk Advanced  | With over 100 plug-ins in categories such as keys, lights and motion, BCC 5 includes new utilities like SD-HD Uprez, MatchMove, Pan Zoom and LED. If you invest in only one package, this should be it.  |
| <a href="http://www.borisfx.com">www.borisfx.com</a>                   |                    |  |  |  |
| <b>CINEMA 4D EXCHANGE</b>  | Maxon              | Free                                       | PC/Mac. Imports C4D data into After Effects. Compatible with AE CS3.   | Cinema 4D remains a staple of 3D designers. These free plug-ins bridge C4D with AE and allow importing complete with shading and cameras.  |
| <a href="http://www.maxon.net">www.maxon.net</a>                       |                    |  |  |  |
| <b>DE:NOISE 1</b>  | RevisionFX         | \$99 until 10/1, then \$149                | PC/Mac, FCP/Motion as Fx Plug, AE/Premiere/Boris Red/Combustion/Fusion   | Uses optical flow tech to smooth noise in an image without removing crucial detail. This nifty plug-in can save many a shot while reducing unwanted artifacting. It takes a while to render but the results are worth it.  |
| <a href="http://www.revisionfx.com">www.revisionfx.com</a>             |                    |  |  |  |
| <b>EPISODE PRO</b>   | Telestream         | \$395 and up                               | Mac only   | Episode Pro incorporates Flip4Mac Windows Media components with batch compression for Web, DVD, AppleTV, cell phones, iPod and Flash. Its powerful and fast compression engine produces results often superior to that of Apple's Compressor.                                    |
| <a href="http://www.flip4mac.com">www.flip4mac.com</a>                 |                    |  |  |  |
| <b>FX FACTORY</b>  | Noise Industries   | \$99-\$399                                 | FCS and all Avid systems (PC/Mac). FCS version leverages Fx Plug architecture and Quartz Composer for hundreds of built-in effects and a library of third-party add-ons. | Fx plug offloads rendering to graphics card and also allows floating point YUV color space. What it can do just defies words. An essential add-on for FCP 5.1.4 and above.   |
| <a href="http://www.noiseindustries.com">www.noiseindustries.com</a>   |                    |  |  |  |
| <b>KNOLL LIGHT FACTORY PRO 2.5</b>                                     | Red Giant Software | \$395                                      | PC/Mac, FCP/AE/Premiere/Avid Xpress and Media Composer   | KLF has been around for a long time and it still makes my Top 10. Nothing adds a lens flare better, and certainly nothing else can shoot a <i>Star Trek</i> photon torpedo across your image.  |
| <a href="http://www.redgiantsoftware.com">www.redgiantsoftware.com</a> |                    |  |  |  |
| <b>RAYLIGHT</b>  | DVFilm             | \$195                                      | PC/Mac, FCP/Premiere/Vegas   | If you shoot with Panasonic P2 cameras, you'll need this MXF decoder. It allows Premiere and Vegas to drag MXF files directly into the timeline or to convert them into AVI. The Mac version gives FCP direct access to MXFs, rather than having to re-wrap them into QuickTime. |
| <a href="http://www.dvfilm.com">www.dvfilm.com</a>                     |                    |  |  |  |
| <b>SAPPHIRE</b>  | GenArts            | Four \$599 packages, \$1,699 complete set. | PC/Mac, Apple/Adobe/Avid/Sony Xpri/Eyeon/Quantel   | Most of the cool FX that you see on TV are created with Sapphire. The lighting filters are particularly amazing. The control is absolutely precise. Without a doubt, the best filters I have ever used.  |
| <a href="http://www.genarts.com">www.genarts.com</a>                   |                    |  |  |  |
| <b>SORENSEN SQUEEZE</b>  | Sorenson Media     | \$499 and up                               | PC/Mac   | Like Episode Pro for Mac, Squeeze is offered in several levels, each of which add functionality. The PowerPac includes the efficient On2 VP6 codec. Windows Media components are also available. Supports .rm as well (except on Intel Macs).                                    |
| <a href="http://www.soresonmedia.com">www.soresonmedia.com</a>         |                    |  |  |  |
| <b>TOONIT!</b>   | Digital Anarchy    | \$295                                      | PC/Mac, FCS as Fx Plug, AE/Premiere as AE plug-in  | Make any video into a cartoon—so much fun I get too involved playing at the expense of my work. There are all kinds of styles, presets and parameters. Four controllable filters render fast and produce unique looks.   |
| <a href="http://www.digitalanarchy.com">www.digitalanarchy.com</a>     |                    |  |  |  |