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## **Blackmagic Design Announces New Multibridge Pro**

**IBC 2007, Amsterdam, The Netherlands - September 7, 2007** - Blackmagic Design Inc. today announced a new Multibridge Pro, an editing and conversion system with revolutionary features at a revolutionary price. Multibridge Pro can be seen on Blackmagic Design's IBC 2007 stand located at #7.220

At only US\$1,595 or €1275, Multibridge Pro offers more features than any other PCI Express based video capture and playback product for Mac OS X and Windows based computers.

Multibridge Pro includes capture and playback to any SDI, HDMI, Analog Component, Analog Composite NTSC/PAL, and S-Video device. For audio, 8 channels of AES/EBU digital audio, and 2 channels of pro balanced analog audio connections are included. All AES/EBU inputs feature sample rate conversion for plug-and-play digital audio connections.

For the highest quality feature film production, Multibridge Pro also includes Dual Link 4:4:4 SDI video input and outputs, and each SDI link features the new 3 Gb/s SDI video standard for SD, HD and 2K film compatibility.

"Multibridge Pro connects to every video device known to man. Never before has an editing system included 3 Gb/s SDI, HDMI and analog capture and playback along with loads of audio connections, all in one compact low cost product," said Grant Petty, CEO, Blackmagic Design. "Everyone at Blackmagic Design has worked incredibly hard to offer such high end features at this very affordable price and we are excited to see what our customers do with this new creative power!"

Multibridge Pro features a compact 1 rack unit chassis and connects to the host computer via a flexible PCI Express cable. When PCI Express is connected, Multibridge Pro can be used as a capture and playback editing solution with Adobe Premiere Production Premium™ and Apple Final Cut Studio™ software.

Multibridge Pro can also be used as an independent bi-directional video converter. When used as a video converter, both analog video and audio conversion is included, so Multibridge Pro is a complete solution for converting analog or HDMI equipment to SDI based broadcast systems. Because Multibridge Pro includes all video and audio conversions, any analog device can be converted to SDI in and out without any additional converters.

Conversion solutions utilizing Multibridge Pro are much easier to install, and much lower cost than multiple brick converters which broadcasters have traditionally been forced to use.

With support for the new 3 Gb/s SDI connections, the new Multibridge Pro allows twice the SDI data rate than normal HD-SDI, while retaining compatibility with normal HD-SDI and standard definition SDI equipment. 3 Gb/s SDI allows 4:4:4 video using a single BNC type connection, and Blackmagic Design's new 2K via SDI allows high resolution, real time 24 fps 2048 x 1556 feature film editing.

Current feature film workflows require scanning and moving thousands of individual still frame files. With 2K via SDI, feature film production can benefit from the same easy workflows as video production has traditionally used. Only 2K via SDI allows this ease of feature film production workflow. Blackmagic Design's Multibridge product range are now ready for a revolution as new 3 Gb/s based products enter the market in the future.

### **Multibridge Pro Key Features**

- Dual Link 3 Gb/s SDI with compatibility with existing HD-SDI and SD SDI equipment.
- HDMI capture and playback in SD and HD.
- Analog component, NTSC, PAL and S-Video capture and playback.
- SDI, HDMI and Analog component switches between SD and HD. SDI also switches to 2K film.
- 16 channels of SDI audio capture and playback.
- 8 channels of AES/EBU audio capture and playback.
- 2 channels of XLR professional analog audio capture and playback.
- SDI switches between standard definition, HD and 2K.
- Full resolution 2K capture and playback at 2048 x 1556 at 24 and 23.98 fps.
- RS-422 remote control for broadcast decks and genlock/tri-Sync input.
- Compact 1 Rack Unit size less than 4 inches deep.
- Real time effects in Apple Final Cut Pro™ and Adobe Premiere™ Pro.

### **Availability and Price**

Multibridge Pro is available now for a US domestic recommended retail price of \$1,595 or €1275 from all Blackmagic Design authorized resellers.

### **Press Photography**

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

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

Blackmagic Design Inc. manufactures the world's highest quality video cards and converters 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 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, Netherlands, Japan, Singapore, and Australia.

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