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## **Blackmagic Design Announces DeckLink SDI**

*The world's smallest and lowest cost 10 bit SD/HD-SDI broadcast video capture card for only \$395*

**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 8 channels 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 done that," 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 DeckLink SDI.

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 one low 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 SDI, 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 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](http://www.blackmagic-design.com).