

# New Products

## Encoder/Decoder

JVC has introduced the SA-HD50U HDV MPEG-2 encoder/decoder. This advanced encoder/decoder takes uncompressed HD-SDI signals and encodes them into a compressed HDV720P 19 Mbit/sec or HDV1080i 25 Mbit/sec stream in real-time, which can be recorded directly onto an HDV720P (19.7 Mbits/sec) or HDV1080i (25 Mbits/sec) studio deck, or transferred directly to a disk-based recording or editing system. The SA-HD50U comes equipped with a number of multiformat interfaces, including HD-SDI with embedded audio, IEEE 1394, and analog component connections. Input/output capabilities include HD-SDI 720/60P/50P and 1080/60i/50i. IEEE 1394 interface includes 720/60P/50P/30P/25P/24P, and 1080/60i/50i.

## Lighting

Arri Lighting has introduced the new Arri X Ceramic 250. The new lamp from Philips provides almost the same light output as a 1 kW halogen lamp, but with a quarter of the power consumption. In principle, the fixture is based on the Daylight Arri X 5, but the ballast for the Ceramic lamp is incorporated in the housing of the lamphead itself, so that it is a "plug-in-the-wall" fixture. Very sharp shadows can be created using the black reflector in combination with the clear glass, and the light field is more even than with a filament source. The Arri X Ceramic 250 also features 250W/90-265VAC/50-60 Hz, 4,000 hr lamp lifetime, hot restrike, 21200 lm light output (lamp ceramic ST 250 HR), very high efficiency 85l m/W, 3200K/CRI>90, and built-in ballast, and is flicker free (90 Hz).

## Plasma Displays

Panasonic has unveiled its newest generation of professional plasma displays—the 9-Series professional models. The new series includes three high-definition panels—50 in. TH-50PH9UK, 42 in. TH-42PH9UK, and 37 in. TH-37PH9UK—as well as the standard-definition 42 in. TH-42PS9UK. The series features 16-bit digital signal processing and improved sub-field driving technology to reproduce 3,072 steps of gradation, the highest contrast level (10,000:1), and the highest bright-area contrast (400:1). The new Real Black Creation color-enhancing feature produces high contrast and rich, deep blacks, resulting in an impressively high contrast level (10,000:1). Included are a contrast management system that perfects the color of each individual portion of the image displayed and a high-precision motion pattern noise reduction circuit to provide a consistently sharp image across the entire image during fast-paced scenes.



## Mixer

Grass Valley has announced the Indigo AV mixer. The mixer accepts analog and digital, standard- and high-definition (SD/HD) video and audio inputs (including embedded audio in SDI and DV streams), plus high-resolution computer inputs. Indigo features internal seamless technology, allowing a variety of input resolutions to be scaled and mixed. Outputs are also available in multiple formats simultaneously, including DVI and SDI for direct drive of displays and projectors and for digital recording. The functionality matches that of a broadcast production switcher, with E-MEM effects memory, digital video effects (DVE), keyers, allowing a number of picture-in-picture elements to be layered, color correction on every input, and mixes, dissolves, and wipes between any source—including high-quality computer graphics. As part of the Professional Line family, Indigo includes an interface to drive multiple Grass Valley Turbo iDDR video disk recorders and other third-party equipment. AMP automation protocol is built-in, and there is an open API to allow other automation systems to control Indigo directly.

## Monitor

JVC has introduced the DLA-HRM1, the first reference monitor that utilizes its innovative 3-chip Direct Drive Image Light Amplifier (D-ILA) technology with 1920 x 1080 pixels. The DLA-HRM1 is a radical departure from conventional CRT-based reference monitors. It features superior processing, with a color gamut that exceeds Rec. 709 and a contrast ratio of 3000:1. The case's design allows users to mount the monitor upright or inverted to achieve optimum screen height of either a standing or seated workstation.

## Storage System

Omneon has introduced the MediaGrid active storage system, the first content storage system of its kind, designed specifically for the demands of working with large digital media files within broadcast and video production facilities. Combining grid storage and grid computing through the use of multiple intelligent, interconnected-yet-independent storage servers, the new system dramatically enhances the efficiency of digital media access for users and applications across the entire broadcast workflow. The MediaGrid system provides centralized shared storage that is scalable in capacity, bandwidth, and media processing power. Components of the system communicate over standard ethernet and generate massive aggregate bandwidth that is available to external clients of the system, eliminating bottlenecks associated with traditional shared-storage environments. Each storage component is also a media processing engine, making computational resources available to applications for media processing functions while content resides within the storage system. The MediaGrid enables television broadcasters and content providers to easily implement an all-digital, disk-based workflow and connect many disparate systems into a single shared-storage environment.

ARRI, [www.arri.com](http://www.arri.com)

Grass Valley, [www.thomsongrassvalley.com](http://www.thomsongrassvalley.com)

JVC, <http://pro.jvc.com>

Omneon, [www.omneon.com](http://www.omneon.com)

Panasonic, [www.panasonic.com/broadcast](http://www.panasonic.com/broadcast)