

SMPTE Marketplace



Eastman Kodak Company Kodak VISION3 500T Color Negative 5219/7219.

The first in a new family of films for a new era of filmmaking. Featuring Kodak's advanced Dye-Layering Technology, VISION3 500T Film delivers unprecedented performance in shadows and highlights and offers more control and flexibility from capture through post, in both digital and traditional workflows. Learn more about KODAK VISION3 Motion Picture Film at www.kodak.com/go/vision3.

Sony



The expanding family of Sony's XDCAM HD Professional Disc system now includes new models that add the benefits of 50 Mbps 4:2:2 optical disc recording to a high-definition optical disc workflow. The new models include the PDW-700 2/3-in. CCD camcorder and the PDW-HD1500 recording deck, as well as the dual-layer 50GB version of Sony's optical Professional Disc media.

Users can record more HD content with the dual-layer disc—approximately 95 min at 50 Mbps, 150 minutes at 35 Mbps, and 200 minutes at 25 Mbps HD. With their fast file-based operations, superb picture quality and HD production flexibility, these new models are ideal tools for such applications as news gathering, production for TV dramas, documentaries, and mainstream entertainment programs.

Microsoft

The award-winning Microsoft Mediaroom Internet Protocol Television (IPTV) and multimedia software platform is driving the future of television by enabling broadband service providers to deliver new connected TV and entertainment experiences to consumers worldwide. Microsoft Mediaroom provides new ways for consumers to experience TV as part of their connected, digital lifestyle, while also creating new business opportunities for broadband service providers, hardware manufacturers, content creators, advertisers and application developers. Find out more at www.microsoftmediaroom.com.



Avid



A standard feature in Media Composer products and available only from Avid, ScriptSync technology uses automatic phonetic indexing to "sync" audio and video—associating source clips to the script itself—a task that used to take hours, now takes minutes to complete. Import

your script from a word processing file and attach a shot to the script, the software listens to the audio and—in seconds—it automatically and accurately lines the take. ScriptSync allows you to synchronize dailies to the script up to 30 times faster, eliminating the most tedious part of the process and allowing you to spend your time on your story, not the process.

Panasonic

The new, solid-state AJ-HPM110 P2 HD mobile recorder/player adds native 1080/24p recording, a 1080/24PsF input/output and longer record times to the wide list of capabilities by its predecessor, the AJ-HPM100. The ultra-reliable AJ-HPM110 recorder is ideal for use in the field, studio or in mobile vehicles, because it offers master quality recording/playback in a wide range of HD formats, including 1080p (native), 1080i and 720p, and in SD. It records in intra-frame DVCPRO HD/50/25 and DV formats as well as full-raster 1920 x 1080 AVC-Intra (with the optional AVC-Intra board). And offers the flexibility of up/down/cross and aspect conversion.



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