

## Press Announcement

April 12, 2010  
For Immediate Release

### **Powerful 16Digital SRushes Software Solution for the 16Digital SR Mag**

**The 16Digital SR Mag is delivered with 16Digital SRushes workflow software for all applications you need for digital dailies processing**

This year P+S TECHNIK takes a great leap forward in the digital revolution of cinematography: The 16Digital SR Mag bridges the gap between both film and digital worlds. The 16Digital SR Mag is designed to transform Arri 16 SR cameras into HD Video and Digital Cinematography cameras. Designed for versatility, the 16Digital SR Mag combines the intuitive user interface known from film with convenient state-of-the-art digital workflow advantages.

To take maximum advantages of the digital world the 16Digital SR Mag is delivered with 16Digital SRushes software offering a complete workflow solution for digital dailies processing. The 16Digital SRushes workflow software supports the 12-bit CineForm RAW format and 10-bit CineForm 4:2:2 HD format used by the 16Digital SR Mag. The 16Digital SRushes software is a joint development of P+S TECHNIK and Pomfort.

**Enjoy the following features of 16Digital SRushes:**

- **Realtime playback of high res RAW files** (incl. CineForm codec in Apple QuickTime MOV container files)
- **Primary 3-way color correction for digital dailies**
- **Generation of proxy formats including transcoder support for Apple ProRes and Avid DNxHD** (incl. metadata support and visual burn-ins)
- **Clip and media management in central clip library**
- **Support of batch processing and automation of all editing, transcoding and media management processes**

The 16Digital SRushes workflow software for immediate quality control, media management and transcoding for RAW workflows is included in the delivery content of the 16Digital SR Mag from P+S TECHNIK. P+S Technik will deliver the 16Digital SR Mag in Q3 2010. Please contact your local P+S TECHNIK dealer for complete pricing information.

**The first field test units of the 16Digital SR Mag are manufactured and assembled and are working very well during beta-testing. Just visit us at NAB at booth C5348 in the Central Hall and convince yourself !**

## **About P+S TECHNIK:**

P+S TECHNIK, founded in 1990 and headquartered in Ottobrunn, Germany, has earned a reputation as a competent and professional partner for solutions and products of the highest level in the cine world.

Since 2006, P+S TECHNIK develops and manufactures Digital Cinema Cameras and Highspeed Cameras in cooperation with cinematographers and professional hardware and software developers such as Silicon Imaging, WEISSCAM, IRIDAS and CineForm.

Since 2008, P+S TECHNIK is dedicated to advancing realistic 3D stereography for broadcast and cinema together with pioneers in the field, such as Alain Derobe and Philippe Bordelais. By providing 3D Stereo Rigs to suit for anyone and for every occasion P+S TECHNIK has become the worldwide market leader in providing 3D camera systems.

A constantly cultivated close relationship with our key clients and experienced users allow us to tailor our products to the industry's needs.

For more information about P+S TECHNIK and its products, please visit [www.pstechnik.de](http://www.pstechnik.de) .

## **Press contact:**

For further questions please do not hesitate to contact Matthias Brabetz (phone +49 89 / 45 09 82 564 or e-mail [presse@pstechnik.de](mailto:presse@pstechnik.de)).

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