

## Press Announcement

April 12, 2010  
For Immediate Release

### **P+S TECHNIK chooses CineForm Formats as a Key Element of its Latest Camera Technology Innovations**

#### **CineForm Formats Provide an Efficient and Safe Bridge to Common Post Production Solutions**

The new 16Digital SR Mag from P+S TECHNIK will include native support for the CineForm RAW 12-bit format and the CineForm HD 10-bit 4:2:2 format. The implementation of these formats in the 16Digital SR Mag allows for the user to choose between Digital Film, High Definition and analogue film. CineForm Digital Intermediate workflows are designed for both Windows and Mac. An efficient and convenient workflow for the 16Digital SR Mag is ensured by several well-known partners such as AJA, Cinegy, Digital Vision, DVS, Iridas, Quantel and Pomfort.

CineForm formats open various post production pipelines meeting all the demands of the market as their cross-applications compatibility takes the workflow integration to the next level. Customers of P+S TECHNIK do a lot of color correction, effects work, etc, in post, and need a format that holds up to the demands they're placing on their images. CineForm DIs are known for achieving safe, high quality performance and pristine image quality at a very cost competitive price.

CineForm RAW formats are also used by the P+S TECHNIK highly-acclaimed SI-2K camera and will be also used by further innovative products to come from P+S TECHNIK.

**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) .

#### **About CineForm:**

CineForm Inc. develops compression-based workflow solutions for the post production marketplace. Offering the industry's highest fidelity compression technology, CineForm is trusted among Hollywood filmmakers, television producers, videographers and digital media artists who rely on high image quality, high performance and innovative compression-based workflow solutions for their online content creation projects. Available on both Windows and Mac platforms, CineForm workflow solutions are optimized for direct-to-disk camera recording, high-resolution post production and long-term content archives. For more information, visit [www.cineform.com](http://www.cineform.com).

#### **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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