

Press Announcement

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For Immediate Release

P+S TECHNIK announces powerful CineForm Cross-Applications Workflow Solutions for the 16Digital SR Mag

An efficient and convenient workflow for the 16Digital SR Mag from P+S TECHNIK is ensured by various partners

CineForm formats open various post production pipelines for 16Digital SR Mag shot material meeting all the demands of the market. 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. These formats recorded on standard removable SSD storages allow for an easy and direct access to various digital post production workflows. CineForm Digital Intermediate workflows are designed for both Windows and Mac and are known for achieving safe, high quality performance and pristine image quality at a very cost competitive price. The CineForm RAW format is also used by the P+S TECHNIK highly-acclaimed SI-2K camera.

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. The CineForm formats' cross-applications compatibility takes the workflow integration to the next level because an efficient and convenient workflow for the 16Digital SR Mag is ensured by the following partners:

- **AJA Kona Card and Apple Final Cut setup with Neo4K allow for the use of Premiere® Pro, After Effects®, etc**
- **CineForm** - Neo4K
- **Cinegy** (coming soon)
- **Digital Vision** - Nucoda
- **DVS** - Clipster
- **Iridas** - FrameCycler, SpeedGrade
- **Pomfort** – SilverStack
- **Quantel** - Software for Pablo, iQ and eQ

“These partnerships represent a significant win for P+S TECHNIK and our partners' clients alike. All partners share a common vision of quality throughout the workflow and clients are now assured that source image quality is maintained - from camera through post production to finished project,” said David Taylor, co-founder and CEO of CineForm. P+S TECHNIK continues to provide various workflow solutions for every demand together with its multiple partners.

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 .

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.

Press contact:

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Please find press photos on our ftp server:

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