

Press Contact:

Victoria Battison
victoriab@blackmagic-design.com
Tel: +1 408 779 4476



FOR IMMEDIATE RELEASE

Blackmagic Design Announces Converter Utility 1.0 Now Available

New Converter Utility 1.0 software update allows adjustments and settings via USB, plus adds down conversion in the SDI to Analog model and 1080p/50,60 in the SDI to HDMI model.

San Jose, CA, USA - April 30, 2009 - Blackmagic Design Inc. today announced the new Converter Utility 1.0 software is now available for download for both Windows and Mac OS X platforms.

Converter Utility 1.0 is an important update for all Blackmagic Design Mini Converter customers as it adds new features by updating the converter software. New features include a high quality HD down converter in the Mini Converter SDI to Analog model, and support for 1080p/50/60 via 3 Gb/s SDI on the Mini Converter SDI to HDMI model.

Converter Utility 1.0 takes advantage of the built in USB connection on all models of Mini Converters to allow adjustments and settings to be changed. This means all adjustments of video and audio levels can be completed via a simple and easy to use software interface.

Other brand converters use manual adjustments which require opening the converter chassis to perform adjustments with a screwdriver. Mini Converters eliminate this problem as customers can plug into the USB port at any time to make changes. Software level settings also result in a more stable design that requires less adjustment.

The new Converter Utility 1.0 software update also adds new features to some models of Mini Converter. Once this new Converter Utility software is connected to any Mini Converter via USB, an automatic check is performed to see if a firmware update is required. The customer can then update the firmware and receive new features that were not originally included in the converters.

This feature is unique to Blackmagic Design Mini Converters, and enables customers to preserve their hardware investment longer by receiving new features in the future. Because Blackmagic Mini Converters feature new technologies such as 3 Gb/s SDI, this new firmware updating feature allows new video formats to be added in the future.

In Converter Utility 1.0, an update is included for the Mini Converter SDI to Analog model that adds a new high quality hardware down converter. This down converter allows HD to be converted to SD in letterbox, anamorphic 16:9 and center cut 4:3 modes. Analog component video output can be set to directly output HD or, by selecting the bypass switch, will down convert to SD component output. If an HD-SDI input is ever connected to Mini Converter SDI to Analog when the analog output is set to S-Video or composite, the HD down converter is automatically enabled so a picture can always be seen.

Converter Utility 1.0 also includes an update for the Mini Converter SDI to HDMI model to add support for 1080p/50, 1080p/59.94 and 1080p/60 progressive 3 Gb/s SDI video formats.

"I am so happy to announce new software is now available because it's the easiest way to adjust levels and settings on Mini Converters, and you could even use a laptop to make adjustments!" said Grant Petty, CEO, Blackmagic Design. "Also, any customer who has purchased SDI to Analog or SDI to HDMI models of Mini Converter receive all these great new features free of charge!"

Availability

Converter Utility 1.0 is available for download now free of charge from the Blackmagic Design website at www.blackmagic-design.com/support.

Press Photography

Photos of all Blackmagic Design products are available at www.blackmagic-design.com/press/images.

About Blackmagic Design Inc.

Blackmagic Design Inc. manufactures the world's highest quality video editing products, converters and routers for the post-production and television broadcast industries. The Multibridge, DeckLink and Intensity family of products have revolutionized the post production industry and made HDTV and film editing more affordable. Founded by the world's leading editors and engineers from the post production industry, this knowledge is constantly fed back into our products. Blackmagic Design has operations in the USA, United Kingdom, Japan, Singapore, and Australia. For more information, please check www.blackmagic-design.com.