



# Press Release

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## **IBC 2009: DVS spotlights VENICE and CLIPSTER's new workflows for RED™ and stereoscopic 3D**

**DVS sends clear signals to broadcasters with further developments to VENICE, the new video server. CLIPSTER® enters the third dimension with its innovative feature for 3D DCI Mastering. Revolutionary real-time RED™ workflows play another key role at booth 7.E21.**

Hanover/Amsterdam. At IBC booth 7.E21, DVS showcases solutions for time-saving and future-proof workflows for the broadcast, post production and presentation industry.

From September 11<sup>th</sup> to 15<sup>th</sup>, DVS presents further developments of its VENICE video server, introducing a product line especially suited for the broadcast market. VENICE provides fast, consistent workflows with compressed video formats. Different data formats can be converted and distributed in production environments on-the-fly. DVS's video server also supports parallel processing of SD and HD projects.

Visitors to the DVS booth will experience the real-time processing of RED™ data with DVS's flagship CLIPSTER®. CLIPSTER's remarkable new hardware decodes and debayers RED™ RAW files in full quality at 4K 12 bit RGB mode. All of CLIPSTER's real-time effects can be used up to 4K. CLIPSTER® generates digital deliverables in high-speed, enables conforming of RED™ files and provides complete camera parameter settings for adjustment at any time.

CLIPSTER® enters the third dimension: 3D projects as specified by DCI are easily processed with the DI workstation. CLIPSTER® merges left eye and right eye image data together and creates a stereoscopic

video track in the timeline that can be edited as regular video material. In addition, CLIPSTER® has the ability to create 3D DCPs in high speed.

Hans-Ulrich Weidenbruch, DVS CEO: "We transferred our longstanding expertise in post production to the requirements of cutting-edge broadcasting. VENICE, as presented at IBC, is a future-proof system, guaranteeing file based broadcast workflows with maximum flexibility. We look forward to presenting all of our advanced solutions at IBC."

**About DVS:** DVS is a leading manufacturer of high-quality hardware and software for the digital film and video post production, broadcast, presentation and event markets. DVS applications span the areas of R&D, production of popular TV series and Hollywood blockbusters, and enable 4K films for Digital Cinema. With over twenty years of experience in the professional video industry, DVS has cultivated a "passion for perfection," and continues to develop revolutionary systems for customized, flexible, high-performance workflows.

DVS was the first company in the world to make real-time 4K processing possible. CLIPSTER®, DVS's flagship product, has won several prestigious awards, including this year's NAB Post Picks Award. At the BANFF World Television Festival, DVS was honored with the 2009 Deluxe Outstanding Technical Achievement Award.

Headquartered in Hanover (Germany) and Los Angeles (USA), DVS also has branch offices in Miami (USA), Paris (France), and Singapore. [www.dvs.de](http://www.dvs.de)

27 lines / 2.100 keys

### **Caption: (VENICE)**

DVS showcases new VENICE features at IBC 2009.

(Photo: DVS)