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CineForm Teams Up with AJA to Deliver Stereo 3D Workflow Support for New KONA 3G

CineForm Collaboration with AJA Simplifies Direct Ingest and Output of Stereo 3D Files; Neo3D Support for Kona 3G Eliminates Need for Separate Stereo Multiplexing

Solana Beach, CA, November 15, 2010 – CineForm®, Inc. (www.cineform.com), creators of high-fidelity compression-based workflow solutions for the post production marketplace, announced today that it has teamed up with AJA to offer full stereo 3D workflow support for the newly launched KONA 3G card, the multi-format SD/HD/Dual Link/3G/2K video I/O hardware for Mac.

As part of this cooperative effort, AJA released updated version 8.1 KONA software which has added 3D video controls to the KONA 3G's Control Panel software interface enabling direct ingest into, and playout of, CineForm 3D files, further simplifying production workflows for customers working with 3D content. During ingest, KONA 3G enables simultaneous real-time capture of separate left eye and right eye sources through HD-SDI – including sources previously recorded in stereo mode on HDCAM SR – directly into CineForm 3D files. Each individual eye is multiplexed together into a CineForm 3D file that is available for immediate editing with CineForm's Neo3D software when used in combination with Apple Final Cut Pro, Adobe Premiere Pro and other compatible software applications. The new KONA software also adds support for recording and playout of CineForm 4:2:2 2D media.

The AJA KONA 3G card featuring support for CineForm Neo3D is available immediately.

“One of our primary goals with the KONA 3G was to deliver a solution that could handle just about anything our customers are dealing with today. Stereo 3D, and our ability to support it, is rising to the top of the list for many customers,” said Nick Rashby, President, AJA. “Through our collaboration with CineForm, our customers who wish to work with stereo 3D in post can eliminate the time consuming step of transcoding material after ingest and instead be ready to edit immediately when using CineForm Neo3D.”

CineForm Neo3D is CineForm's award-winning 3D post production workflow solution that enables users to edit 3D projects in real time with full frame rate playback to an external 3D monitor. With CineForm First Light 3D as the enabling 3D workflow and production engine, Neo3D users are provided comprehensive control of the 3D image processing workflow.

The new AJA KONA 3G provides professional editors with the utmost in workflow flexibility, supporting a broad range of video formats including: 10-bit uncompressed video 3G/HD/SD SDI I/O, new HDMI 1.4a output for stereoscopic monitoring to consumer 3D displays, 8-channel AES digital audio I/O (16-channel AES with optional K3G-Box) and 16-channel SDI embedded audio I/O, real-time hardware-based up/down/cross conversion to support a range of SD and HD formats, dual-link HD, even 2K formats, a hardware-based downstream keyer and more.

About AJA Video Systems, Inc.

Since 1993, AJA Video has been a leading manufacturer of high-quality and cost-effective digital video interface, conversion and Desktop solutions supporting the professional broadcast and post-production markets. With headquarters in Grass Valley, California, AJA maintains an extensive sales channel of dealers and systems integrators around the world. For further information, please see our website www.aja.com.

About CineForm

CineForm develops compression-based workflow solutions for film and video acquisition, post production, and archive applications. Offering the industry's highest-fidelity compression, CineForm software products are used by discerning film studios, television producers, and digital media artists to enhance their file-based workflows. CineForm products are available for both end users and OEM integrators, offer cross-platform compatibility, support most camera and file-based sources, and enable 2D and 3D editorial workflows with spatial resolutions up to 8K. www.cineform.com