



**Media Contact:**

Kevin M. Bourke, BourkePR  
(508) 259-6018  
[kbourke@bourkepr.com](mailto:kbourke@bourkepr.com)

**CineForm Announces Support for New Panasonic AG-3DA1 3D Professional AVCCAM Camcorder**

***CineForm First Light™ Combined with Panasonic's Newest Professional 3D Camera Enables One-Step 3D Batch Conversion of Left and Right Eye Source Files into CineForm 3D Files***

**Solana Beach, CA, August 18, 2010** – CineForm®, Inc. ([www.cineform.com](http://www.cineform.com)), creators of high-fidelity compression-based workflow solutions for the post production marketplace, announced today it has teamed up with Panasonic to enable one-step 3D batch conversion into CineForm 3D files from separate left eye and right eye HD video files recorded using Panasonic's new AG-3DA1 3D professional AVCCAM camcorder, the world's first fully integrated HD 3D camcorder. 3D file conversion is enabled by CineForm's *First Light* software included with its Neo family of products, and will accelerate the 3D production-to-post workflow process for customers of Panasonic's 3DA1.

Panasonic's 3DA1 records separate left and right eye files on separate SDHC/SD memory cards. After copying the folders to a PC or Mac, CineForm's First Light 3D converter will batch-convert both the left eye and right eye AVCHD source files simultaneously into CineForm files and then multiplex (mux) the newly created files into new CineForm 3D files. This process takes place faster than real-time on currently available hardware. Converted files retain important metadata, including timecode, and are immediately ready for editing in the user's preferred NLE, such as Adobe Premiere Pro, Apple Final Cut Pro, Avid Media Composer v5, or Sony Vegas.

Making its debut at NAB 2010, the new AG-3DA1 is available in August .

"The Panasonic AG-3DA1 represents a watershed moment for the 3D camera and production market, and CineForm is proud to be a part of it," said David Taylor, CEO and co-founder of CineForm. "We've been privileged to participate in many 'firsts' in 3D production, and have

worked hard to develop transformative solutions that truly enhance 3D production and post workflows. Our collaboration with Panasonic is representative of what CineForm is capable of at the camera-level for evolving 3D workflows.”

“We are excited about the launch of our groundbreaking 3D camera,” said Tadao Shimozuru, Director of Professional AV Systems Business Unit, Panasonic. “We are also pleased with CineForm’s contributions to the 3D post production workflow; specifically, their innovative approach to instant batch conversion for left-eye, right-eye clips. This capability is the perfect compliment to the 3DA1, because together we can simplify the shooting process along with the post production process, so we are very pleased the new software is available as we launch our newest 3D camera. We are confident that our new 3DA1 camera, combined with CineForm’s 3D technology will have a dramatic impact on professional and prosumer adoption of 3D production and editing.“

#### **About the Panasonic AG-3DA1**

The Panasonic AG-3DA1 is the world’s first professional quality, fully-integrated Full HD 3D camcorder that records to SD card media. The twin-lens system adopted in the camcorder's optical section allows the convergence point to be adjusted. Functions for automatically correcting horizontal and vertical displacement are also provided. Conventional 3D camera systems require these adjustments to be made by means of a PC or an external video processor. This new camcorder, however, will automatically recalibrate without any need for external equipment, allowing immediate 3D image capture.

For more information, visit <http://pro-av.panasonic.net/en/3d/>

#### **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](http://www.cineform.com)