

Press Announcement

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For Immediate Release

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P+S TECHNIK Chooses CineForm RAW Format as Key Element of its Newest Camera Innovation; the 16Digital SR Mag

CineForm RAW Format Provides Effective, Efficient Camera-to-Post Workflow Across Multiple Post Production Solutions

P+S TECHNIK today announced that its newest camera technology, the 16Digital SR Mag will include native support for the CineForm RAW 12-bit format and the CineForm HD 10-bit 4:2:2 format. The implementation of these formats transform 16Digital SR Mag files into CineForm's extremely high performance and high quality online editing format for cross-platform (Windows/Mac) compatibility and cross-applications (Final Cut Pro, Premiere® Pro, After Effects®, etc) compatibility. The newly created CineForm files become the new source masters for the remainder of the post workflow. After conversion, users benefit from CineForm's real-time, multi-stream editing environment, even up to 4K spatial resolution, without the need for proxy files and conforming, thus saving labor and equipment expenses compared to more traditional workflows.

This new development represents a significant win for P+S TECHNIK customers, as color correction, visual effects work and traditional post production workflow processes demand a format that can respond to the demands they're placing on their images. CineForm is known for achieving safe, high quality performance and pristine image quality at a very cost competitive price.

CineForm RAW formats are also used by the P+S TECHNIK highly-acclaimed SI-2K camera and will be also used by further innovative products to come from P+S TECHNIK.

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:

For further questions please do not hesitate to contact Matthias Brabetz (phone +49 89 / 45 09 82 564 or e-mail presse@pstechnik.de).

Please find press photos on our ftp server:

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