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Cinedeck Partners with CineForm to Ensure Pristine Image Quality, Seamless Camera-to-Playout Workflow in Newly Launched Ultra-Portable, Cinema-Grade DDR Systems

Cinedeck Captures Ultra High Quality, Edit-Ready 10-Bit 4:2:2 or 12-Bit 4:4:4 DI Files Leveraging CineForm Compression Workflow Technologies

NEW YORK, NY (February 9, 2009) -- Cinedeck (www.cinedeck.com) today announced it has partnered with CineForm (www.cineform.com), creators of high-fidelity compression-based workflow solutions for the post production marketplace, to enable its newly launched camera mountable DDR and editing system with edit-ready, platform agnostic 10-bit 4:2:2 or 12-bit 4:4:4 digital intermediary files. With CineForm technology integrated within each Cinedeck unit, users can easily capture pristine quality CineForm MOV and AVI content via HDMI or HDSDI and record directly to Cinedeck's highly-reliable, rugged solid state drives.

The Company also announced earlier today the launch of Cinedeck, the world's first camera-mountable, HDMI/HDSDI recording, monitoring, playback and editing device for the production community. Designed by cinematographers for cinematographers, Cinedeck defines an entirely new category of extremely portable, affordable, platform agnostic, cinema-grade recording and monitoring solutions for anyone with an HDMI or HDSDI camera.

"Cinedeck represents a breakthrough in production and post production workflow technologies," said David Taylor, CEO and co-founder of CineForm. "We look to partner with companies who share our vision, an obsession with image quality throughout the workflow. Cinedeck's innovation not only revolutionizes the traditional camera-to-post workflow, it's creating a new standard in digital cinematography."

"Quality, reliability, portability and affordability are the pillars on which Cinedeck was created, and partnering with CineForm helps us deliver on these attributes while creating new standards for how projects are created and delivered," added Charles d'Autremont, creator of Cinedeck. "The ability for our customers to capture stunning HD content, view and edit it with pristine quality on a device small enough to mount directly to your camera is invaluable. We're excited to see what our customers will do with Cinedeck."

Cinedeck Key Feature Highlights

Cinedeck is available immediately and provides production crews in the field with a versatile, rugged, quality camera-to-production workflow, with key features including:

- *Record:* Cinedeck captures edit-ready, platform agnostic, 10-bit 4:2:2 or 12-bit 4:4:4 CineForm digital intermediaries in MOV or AVI format, as well as other industry standard codecs and formats, via HDSDI or HDMI and records to highly-reliable, rugged solid state drives for maximum compatibility and reliability.
- *Monitor:* Cinedeck monitors video in real-time, much like a standard on-camera focus monitor and uses the on-screen histogram for proper exposure. Audio is monitored via on-board headphone jack and recording levels can be viewed on-screen.
- *Review:* Cinedeck plays back shots instantly via on-screen transport controls, or via wireless physical transport controls.
- *Edit:* Cinedeck is the first device of its kind to enable users to edit dailies on-site. Leveraging a NLE software of choice, as well as an optional dual-boot OS, Cinedeck recommends using an external VGA monitor and pointing devices for optimal workflow.

About Cinedeck

Created by cinematographers for cinematographers, Cinedeck is redefining mobile, digital cinematography by delivering the industry's first extremely portable, affordable camera-mountable cinema-grade DDR and editing system. For more information, please visit www.cinedeck.com.