



HD World Show Preview Fast Forward Video Booth 1332

Fast Forward Video

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FFV at HD World:

Supporting a Cost-Effective and Seamless HD Workflow

In today's challenging economic climate, broadcasters face a true balancing act: delivering the high-quality HD programming their viewers demand while at the same time controlling costs and operating expenses. In order to satisfy these seemingly at-odds requirements, operators are taking a hard look at ways to streamline their production workflows to deliver the highest quality output as cost-effectively as possible.

As the manufacturer of the broadcast industry's most comprehensive range of high-quality digital video recorders (DVRs), Fast Forward Video (FFV) understands these challenges firsthand. FFV's product line includes DVRs for on-location sports, key and fill, video assist, portable recording, and in-studio slow-motion, animation, and commercial insertion. FFV DVRs offer full JPEG 2000 (J2K) recording, simultaneous playback and recording, time-lapse recording, and loop record/playback capabilities. In addition, all FFV DVRs support the industry-standard QuickTime[®] file format and use non-proprietary removable and transferable storage media.

At the HD World Show, FFV will present its Superior Workflow Technology (SWiFT) concept of HD workflow and demonstrate how leading-edge DVR technologies can provide an integrated, cost-effective solution for simplifying even the most complex broadcast workflows.

FFV will demonstrate SWiFT through the following phases.

Step I: High-Quality Acquisition

An effective HD workflow begins with the capture and recording of the HD image at optimal quality — in other words, as close to the raw camera signal as possible. FFV's award-winning Elite HD[™] is the first camera-mounted DVR and player to harness the J2K compression codec for recording visually lossless HD-SDI video signals producing a JPEG2000.mov file. Designed to mount on the back of a camcorder, the Elite HD accepts an incoming HD-SDI video signal with eight channels of embedded audio and records at data rates up to 100 Mbit/s with 4:2:2 sampling and 10-bit quantization at visually lossless compression.

More...

Photo Link: www.wallstcom.com/FFV/EliteHD.zip

Step II: Seamless File Transfer at the Lowest Cost per GB

The Elite HD™ records video on commercially available, hot-swappable 2.5-inch SATA drives, which provide up to 10 times more storage at a much lower cost (47 cents/minute) than the traditional onboard digital media of camera recorders. Once the camera input is captured and recorded, the drive can be easily removed from the Elite HD and brought directly into any editing system via the USB connection on the drive enclosure. This eliminates the step of playing out the video or transferring it to another device. The result is a smooth and unbroken workflow from the point of capture to edit.

Step III: Versatile In-Studio Editing

FFV's J2K codec enables direct importing of a JPEG2000.mov file into popular NLE systems such as Adobe® Premier, Edius™, and Final Cut Pro®. Importing files is as simple as dragging and dropping them into a timeline once the removable drive from the Elite HD has been connected to the computer via USB.

Step IV: Playback

For high-end recording and playback, FFV's Omega HD™ DVR can record either SD or HD video with J2K compression and up to 100 Mbit/s. Using the Omega HD recorder, users can simultaneously record, play, and store multiple SD and HD video files and create video clips, loops, and playlists using the simple-touch front-panel or RS-422 controls. These features make the Omega HD an ideal solution for graphics, key and fill, station automation, commercial insertion, and instant replay applications.

A common fixture in mobile broadcasting vehicles for key and fill applications, the Omega HD can also provide a powerful and fully integrated alternative to high-end instant replay servers. The Omega HD is fully compatible with many controllers, providing exceptional image quality at less than half the cost per channel.

Because Elite HD™ and Omega HD drives are removable and interchangeable, operators can incorporate camera footage captured by the Elite HD into key and fill and other applications for playout by the Omega HD — simply swapping the standard 2.5-inch drives between the two units.

Photo Link: www.wallstcom.com/FFV/OmegaHDdeck.zip

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