



THE THIRD DIMENSION IS REALLY HERE—3D TOOLS TO USE NOW



ABODE CS5



PAGE 3



**Panasonic**  
ideas for life

## PANASONIC FULL HD 3D: ADD A NEW DIMENSION

ALONG WITH THE NEW AND UNIQUE AG-3DA1 TWIN-LENS CAMERA, READY TO GO WITH YOU ANYWHERE AND CAPTURE YOUR IMAGES IN 3D, PANASONIC OFFERS A SUITE OF PROFESSIONAL PRODUCTS TO LET YOU GIVE PRACTICAL AND THREE-DIMENSIONAL FORM TO YOUR CREATIVE IDEAS, AND DO SO IN FULL HIGH DEFINITION. [MAIN STORY Page 4>>](#)



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## Full House: Adobe CS5

Adobe has always been dedicated to helping you bring your creative ideas to life. With the dramatic and unprecedented amount of change on the web, in publishing, and across all forms of media and advertising, Adobe remains committed to helping you deliver engaging experiences and build profitable businesses around digital content, and to continue Shaping the future of digital media.

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professional digital imaging standard add World-class imaging to every suite edition of Adobe Photoshop® CS5 software. Photoshop CS5 Extended is included in all Creative Suite Premium editions. You get everything in Photoshop CS5 plus tools for creating and editing 3D and motion-based content.

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and devices. And it is just waiting for you to discover how much more you can do. Create once and deliver that same experience virtually everywhere, thanks to the highly anticipated releases of the Adobe® Flash® Player 10.1 and Adobe AIR® 2 runtimes. Maximize the impact of what you've created through integration of signature Omniture® technologies that enable access the to Adobe Online Marketing Suite.

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Explore CS Suites Page 2

## Cinegy Update: A Full Bridge from Ingest to Outgest

### Cinegy Type:

*Animated CG and channel branding option for Cinegy Air*

Cinegy Type is the new CG and branding option for Cinegy Air, a network-attached real-time video playout service appliance.

Cinegy Type allows for real time animated titles and channel branding and utilizes the rendering power of modern OpenGL graphics cards can create

stunning multi-layer graphics that can be controlled by Cinegy Air. Availability: end of September, 2010

### Cinegy Workspace

*(formerly Cineweb)*

Cinegy Workspace is the new addition to Cinegy Archive which utilizes the new Cinegy Archive Services (CAS). CAS provides an open web services API that makes it much easier to integrate Cinegy Archive

MAM with other systems or to extend its functionality with custom applications. The Workspace web clients are implemented in Microsoft's web technology Silverlight that allows building powerful web applications that can be used both on PC and Mac using ordinary web browsers not needing any application installation. Workspace can be used for search and browse, logging, storyboarding or rough cut editing. Cinegy [>>Page 2](#)

**cinegy**

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## NEW PRODUCTS

- Panasonic's powerful suite of 3D products. SEE MAIN STORY

- Cinegy Air Express



- Cinegy Capture



**“Adobe® Creative Suite® 5 software and the Adobe Flash Platform offer designers and developers the creative freedom to pioneer truly groundbreaking experiences that achieve maximum impact”**

## Adobe Creative Suite, 5—Links to Explore & Compare

<a href="#">Creative Suite 5 Design Premium</a>	<a href="#">Creative Suite 5 Web Premium</a>	<a href="#">Creative Suite 5 Production Premium</a>	<a href="#">Creative Suite 5 Master Collection</a>
<a href="#">Photoshop CS5 Extended</a> <a href="#">Illustrator CS5</a> <a href="#">InDesign CS5</a> <a href="#">Flash Catalyst CS5</a> <a href="#">Flash Professional CS5</a> <a href="#">Dreamweaver CS5</a> <a href="#">Fireworks CS5</a> <a href="#">Acrobat 9 Pro</a>	<a href="#">Dreamweaver CS5</a> <a href="#">Flash Catalyst CS5</a> <a href="#">Flash Professional CS5</a> <a href="#">Flash Builder 4 Standard</a> <a href="#">Photoshop CS5 Extended</a> <a href="#">Illustrator CS5</a> <a href="#">Acrobat 9 Pro</a> <a href="#">Fireworks CS5</a> <a href="#">Contribute CS5</a>	<a href="#">Adobe Premiere Pro CS5</a> <a href="#">After Effects CS5</a> <a href="#">Photoshop CS5 Extended</a> <a href="#">Illustrator CS5</a> <a href="#">Flash Catalyst CS5</a> <a href="#">Flash Professional CS5</a> <a href="#">Soundbooth CS5</a> <a href="#">Adobe OnLocation CS5</a> <a href="#">Encore CS5</a>	<a href="#">Photoshop CS5 Extended</a> <a href="#">Illustrator CS5</a> <a href="#">InDesign CS5</a> <a href="#">Acrobat 9 Pro</a> <a href="#">Flash Catalyst CS5</a> <a href="#">Flash Professional CS5</a> <a href="#">Flash Builder 4 Standard</a> <a href="#">Dreamweaver CS5</a> <a href="#">Fireworks CS5</a> <a href="#">Contribute CS5</a> <a href="#">Adobe Premiere Pro CS5</a> <a href="#">After Effects CS5</a> <a href="#">Soundbooth CS5</a> <a href="#">Adobe OnLocation CS5</a> <a href="#">Encore CS5</a>
<a href="#">Bridge CS5</a> <a href="#">Device Central CS5</a>	<a href="#">Bridge CS5</a> <a href="#">Device Central CS5</a>	<a href="#">Bridge CS5</a> <a href="#">Device Central CS5</a> <a href="#">Dynamic Link</a>	<a href="#">Bridge CS5</a> <a href="#">Device Central CS5</a> <a href="#">Dynamic Link</a>
Integrates with CS Live online services*	Integrates with CS Live online services*	Integrates with CS Live online services*	Integrates with CS Live online services*

\*[Adobe CS Live](#) online services are complimentary for a limited time and include Adobe BrowserLab, Adobe CS Review, Acrobat.com, Adobe Story, and SiteCatalyst NetAverages. [Learn more](#)

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### ProVideo Demo: Avid Workflows on Panasonic

Sherman del Sol brings strong credentials based on a history in broadcast going back to his role as a lead broadcast technician in setting up systems in Toronto's CN Tower.

He has seen the sea changes that have affected the industry and is helping Deltech customers to navigate another major change now: editing right off the camera card. Even for 3D images! This dramatic change in workflow

brings new speed and flexibility to the post process. It was on display at the Panasonic 3D Open House where Sherman demonstrated the incredible flexibility of Avid Media Access (AMA) in Media Composer 5.0.

No more transcoding or unnecessary burning of recordable media. With disk and card based file transfer, coupled with the power of the solid state P2HD capability from

Panasonic, you can now connect your camera to your editing station and provide a broadcast grade feed via a single HDMI cable.

Find out how simple this is, and don't miss the opportunities available to you today. Arrange your own demonstration or come and visit us in-house to see what's possible.

**Call: 905-940-4993, x131  
Contact: Julie Sit**

## Cinegy Update: Broadcast via IP

Archive now exists in three sizes: S, M, and L, with each of them including a number of Workspace clients. The new Cinegy Workspace branding will ship at the end of September.

### Cinegy Capture

Cinegy Capture is a new addition to the family of ingest products. Cinegy Capture turns any PC with a supported SDI video card into a network based ingest appliance that can be used from any PC or Mac connected to the same network. Cinegy Capture is controlled using a web based control application and requires no installation. Cinegy Capture

is a product ideally suitable for stand-alone applications or for use in other environments.

**Cinegy Capture Express** is targeted at the Avid® production community. It is ideally suited to create Avid DNxHD® media for use in Media Composer™ and environments with an inexpensive HD ingest solution. Cinegy Capture Express frees up systems previously used solely for ingest purposes.

**Cinegy Capture Web** is perfect for the event producer whose focus is on web streaming. It provides real-time high-quality H.264 SD and HD encoding to MP4 files or live dynamic bit rate streaming with IIS Media Services to supported clients such as Apple iPad or iPhone.

**Cinegy Capture Pro** supports multiple encoding streams that can be created at the same time. Cinegy Capture can also be used to create high-resolution media for multiple different NLE platforms at the same time, such as outputting MXF files for Avid® and MOV files for Final Cut Pro in one pass.

Cinegy Capture Express and Capture Web will be shipping in October and Cinegy Capture Pro will be available in November.

**Cinegy Capture Express and Capture Web will be shipping in October**  
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## HOT DEALS: PANASONIC FALL SALE

Model Number	Description
HMC150-BC16	AG-HMC150 camcorder plus SS-LBG50 battery + 16 GB class 10 SDHC card
AG-HPX370	P2 Camcorder 1920x1080 (2.2Megapixel) 3 MOS Image Sensor DVCPRO HD, AVC-Intra recording capability HD/SD Multi-Format, 50/60hz Variable Frame Rate Camera-Recorder comes with Colour Viewfinder Fujinon XT17x4.5BRM-K14 Lens, and
AG-HPX370-XMS Package	Camera as above plus 1 AJ-P2E032XG card, 1 AG-MC200G Shotgun Mic
AG-HPX170-B32CR Package	AG-HPX170 Camera plus 1 AJ-P2E032XG card, 1 CGAD54SEH battery 1 AJ-PCD2G card reader
POVCAM Package	AG-HCK10G with AG-HMR10PU Comes with free Edius Neo 2 NLE software. Either 3metre or 20metre connection cable is a required optional extra



Prices effective Oct 1, 2010 to Dec. 24, 2010. No quantity discounts. Quantities are limited. No modification of packages shown.

## Deltech in the Community

*Deltech is pleased to have been a corporate donor to the Children's Wish charity golf tourney, which was a huge success. With more than 150 golfers in attendance, it helped to raise \$25,000.*

## ABOUT DELTECH

For more than 25 years Deltech has planned, designed and implemented television, audio-visual and computer communications facilities. Deltech Communications Group has grown to become a leader in the field of digital imaging infrastructure and services. The highly motivated Deltech team is ready to work with you to fulfill your vision for media services and ensure your continuing success.



\*\*\* REMINDER \*\*\*

**DELTECH OPEN HOUSE**

FIRST WEEK OF NOVEMBER

**GET INSIDE ADOBE CREATIVE SUITE 5.0**

# Panasonic Full HD 3D: Time to Stock Up

Panasonic's Full HD 3D line of products includes cameras—with the world's first 3D shooting camcorder, full HD movie recording, home theater systems with Blu-ray 3D disc, plasma displays and Full HD 3D eyewear, that create an all new world of TV realism and puts you inside the action to experience TV the way it was meant to be: in Full HD 3D!

## Panasonic 3D Professional Is Ready Now

To help modern video image creators experience the total breakthrough of creating powerful 3D images, Panasonic Professional Imaging delivers a full complement of tools to let you go all the way to 3D broadcast, today!



### The AG-3DA1 Sees like You: With Two Eyes At Once

The AG-3DA1 from Panasonic redefines ease and simplicity when it comes to capturing 3D video. With two cameras in one, the 3DA1 boasts a number of groundbreaking capabilities, but for 3D image creators, the most delightful one

might be summed up very simply: **no more rigs!**

The AG-3DA1 is the world's first professional, integrated, twin-lens and Full HD camcorder, capable of recording Full HD 3D video to memory cards. If this sounds like a mouthful then it tells you what a breakthrough the AG-3DA1 truly is.

**"With the AG-3DA1, you have both 2D and 3D recordings, in HD (!) so your business continues to hum along. Lose nothing. Gain a new dimension!"**

Two cameras are fitted to a rig in parallel, or vertically intersect across a half-mirror. Separate recorders are also required. In the AG-3DA1, the lenses, camera head, and a dual memory card recorder are integrated into a single, light-weight body. The camcorder also incorporates stereoscopic adjustment controls making it easier to use and operate.

And yes, you can continue to operate your business as normal in 2D HD. The AG-3DA1 captures a control recording with time code and audio that lets you continue to deliver your standard HD product for everyday use as you transition to the 3D world. You lose nothing and gain a new dimension!

## AJ-HPM 200: P2 HD Solid Sate Flexibility

Panasonic P2 HD all solid-state products offer high definition recording without the mechanical wear and environmental limitations of tape, hard disk, and optical disc based systems to yield terrific benefits: high reliability—even in challenging conditions of extreme temperature range, shock, and



vibrations; significant reduction in maintenance costs; longer useful product life; immediate access to recorded video and metadata (no need to digitize, ingest or create proxy video files); plus the ease of use and portability of P2 cards. P2 HD products also interoperate with the leading NLE systems.

The P2 line adds to the 3D parade with a lot more than solid state recording media, via the highly portable and versatile AJ-HPM200 Memory Card Portable Recorder/Player. When equipped with an AVCHD Codec Board, it will convert AVCHD images recorded with the AG-3DA1 into P2HD files.

## 3D LCD Video Monitor BT-3DL2550

Not too long ago the size of the camera rig you needed was problem #1, now here's a 3D monitor you can take to the field to review and edit your work on site. *Imagine that!*

The BT-3DL2550 delivers faithful colour reproduction at full HD resolution in a 25.5"



**BT-3DL2550: SEE 3D EVERYWHERE**

LCD monitor. Its wide colour space has six modes: (SMPTE) SMPTE-C standard, (EBU) EBU standard, (ITU) ITU-R BT.709 standard, (WIDE1) Adobe color space, gamma of 2.2, (WIDE2) Adobe color space, gamma of 1.8, and (WIDE3) D-Cinema color space, gamma of 2.6.

In fact, the BT-3DL2550 not only offers three new colour space modes but it sets a new standard and accurately reproduces colours that are not easily reproduced by conventional displays, including CRTs, while meeting the needs of both broadcasters and production studios.

The BT-3DL2550 is a full HD WUXGA (1920 × 1200-pixel) high-resolution IPS monitor that has a 16% smaller footprint than its predecessor but comes with the same screen size.

## AG-HMX100: 3D Camera/P2 Mobile Switching

To round out the complement is the AG-HMX100 3D Compatible Digital A/V Mixer that lets you switch signals from 3D cameras and the BT-3DL2550 professional 3D LCD video monitor. Now you can check and switch your captured 3D images onsite. More goodness!

Truly, a new dimension is unleashed.



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