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**Adobe CS 5.0 PROVIDED SEMINAR NOV. 3**

**Time is running out CALL 905-940-4993 x131 to register**



## CS 5 PRODUCTION PREMIUM: CREATIVITY UNLEASHED

Adobe CS5 Production Premium is equally at home in the video editing booth or on the anytime-anywhere laptop of cutting edge Motion Graphics/Visual Effects Artists. This new release helps editors to work more efficiently across a broad spectrum of video planning, production, and post-production tasks. It also helps artists to create high-impact, visually expressive motion graphics and visual effects more fluidly than ever. Now is a perfect time to get inside Adobe production Premium and take advantage of great Q4 special offer on the industry standard Adobe Premiere Pro. [MAIN STORY Page 4>>](#)

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### How will DeltechOnline.com be Different?

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### Rhozet Let's You Be In All The Right Places

PC workstation, Mac desktop, laptop, netbook, tablet, smartphone, TV or theater wall...which one is the screen anyway?

If you think that's a dilemma you need to turn on the lights where you are. Time has marched on and the old TV screen has spawned a slew of cousins many of which sport one thing the old TV lacked: portability.

With their growing

capacity based on technologies like LTE, mobile networks that once feared the onslaught of multimedia content are planning to seize the day and sing a new tune. Small screens everywhere add up to a lot of traffic and some pretty big bucks.

Where are you and your media in all this? You can no longer afford to render for the good old 16X9 full

size theater HD TV screen alone anymore. The eyeballs you seek are all over the place and you now need to serve them wherever they are for you to remain a relevant and viable content provider.

That's what Rhozet knows and they have done the hard work for you, to help you automate, scale and stay on top of the myriad of tasks related to diverse media delivery.

### NEW PRODUCTS

**FROM AJA:**

- Hi-5 3D
- KONA 3G with 3G and HDMI 1.4a true stereo support
- Ki Pro Mini (below)





MC Transport



MC Control V2



MC Color



MC Mix

# USB 3.0

Renesas Electronics, as the single largest USB 3.0 host controller manufacturer, is beginning to face fierce competition from AS-Media to Texas Instrument and VIA. A price war has broken out that continues to drive price down to \$3 range. Despite that, the massive increase in demand for USB 3.0 chips will make up for the loss in profit per unit. There are as of this writing no less than five USB 3.0 host silicon to choose from, yet there's none that is notebook-friendly until now.

Source: Everything USB

## Resurface and Recharge Your Desktop With Euphonix

Go beyond facelifts and get a whole new personality when you place Euphonix surfaces on your desktop. With a stunning array of intuitive and highly ergonomic controls, you'll enter a wonderland of creativity, control and productivity. With the **Artist Series** you'll never look back. Mice are just so passé

The **Artist Series** includes four integratable pieces that can be hard arranged in any order of your preference to provide a control surface that is fully customized to the user. Take customization one step further with soft keys to program in your favorite sequences and help you

to save massive amounts of time over the course of your projects.

Some performance gains you have to experience. With **MC Color** you will soon acquire the skill to adjust color with two hands at the same time, and if you have well-behaved thumbs, then you can even get the middle ball in play too. Try that with a mouse or tablet! Here's a look at the surfaces that helped Euphonix to win the coveted red dot award in 2010, in a competition that featured 4,252 products from 57 nations.

**MC Transport** is a compact media controller that offers

professional, hands-on control and navigation of all your favorite audio and video applications. MC Transport's ultra-high resolution jog wheel and shuttle ring, ergonomic transport controls and programmable Soft Keys deliver one-handed access to almost every facet of your project for an unmatched editing experience.

**MC Control v2** brings the unparalleled speed, resolution and software integration of Euphonix's high-end consoles and controllers to the personal studio in a revolutionary ergonomic, slim-line design. MC Control v2 fits perfectly between keyboard and screen, and can be

## HEADS UP: More Speed, Less Waiting

Are you one of those who are short on patience when waiting for your files to transfer? When you have to work with and transfer large amounts of media, wait times can add up. That's why fast interfaces can be such a boon to your productivity. Not only do they save you time, hence money, they also help you maintain your creative flow.

Research shows that your flow, whatever capacity you're in, has a set rhythm. Anything that breaks your flow limits your ability to function in your peaks state. So fast interfaces are more than just something for arcane techno-speak, they are catalysts to help you become a top-flight digital media specialist.

USB 3.0 or SuperSpeed USB—continuing the tradition of one of the most successful technical interfaces ever—is a true 10x change factor. You can benefit from data rates approaching 5Gbps whereas Hi-Speed USB 2.0's delivers 480Mbps. Wanna transfer a full 25GB of HD content in a blur? How about under 100 seconds instead of 15 minutes, as with USB 2.0, ac-

ording to the Microsoft/WinHEC 2008 results. Well your devices need to be able to read and write at that speed too but let's put it that way: USB 3.0 will not be your bottleneck! The news standard will retain backward compatibility with USB 2.0, increase data transfer rates, and provide better power handling

How does this deliver real-world advantages to you? As media design tools like Avid Media Composer 5.0 with Avid Media Access (AMA), or Adobe Premiere Pro CS5 give you the ability to edit right off your media, all expectations will change. The joys of no longer having to download and transcode media will give way to impatience with data transfer wait times.

Thankfully, there's USB 3.0 to the rescue. Even if the real maximum transfer rates (which will vary by device) turn out to be only 50% of the theoretical limit, that 2+ Gbps will make the previously robust Firewire 800 Kbps data transfer rate look anemic by comparison.

With specifications dating back as

far as 1997, USB 3.0 saw daylight in early 2009 when the first devices were shipped and OS support gained some traction. But as with new standards, adoption takes a while to reach critical momentum. Besides, USB 2.0 has almost become an institution of itself. As of September 2010, all sorts of USB 3.0 devices were being shipped. Still it pays to be careful and even with the promise of full backward compatibility with USB 2.0. Unlike USB 2.0 devices, USB 3.0 devices will comprise of multiple layers of silicon, so they will cost more.

Some motherboards for mobile PCs may be ready as early as Q4/10. Intel is yet to announce firm dates.

What can you do: good research or let Deltech help you. With our 25 year history of staying in front, we are committed to helping our customers apply the best technologies in the most feasible manner. Avoid saving your way into a blind alley. We will help you to spend wisely and optimally, to make money. Call us at 905-940-4993, x151 before you make your next purchase.

## Strut Your Stuff Everywhere with the Power of Rhozet

The Rhozet product family from Harmonic works together, to address the entire transcoding process. Rhozet products provide an easy-to-learn and use interface, time-saving automation features and an XML-based SDK for absolute programmatic control.

**Carbon Coder** handles transcoding tasks and provides a host of additional functions like standards conversion, logo insertion, timecode burn-in, digital rights management and more.

*Carbon Coder™ is a file-based universal transcoding application that facilitates the transfer of*

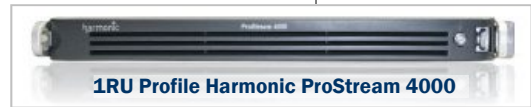
*media between acquisition, editing, playout, archive, Web, mobile and more. Supporting all major formats, Carbon Coder is continually updated to accommodate new formats. Carbon Coder can run as a stand-alone application or as part of a multi-node, fully-automated rendering farm under the control of Carbon Server or the Rhozet Workflow System (WFS). As part of the transcode process,*

*Carbon Coder handles a wide array of critical operations including SD/HD conversion, PAL/NTSC conversion, logo insertion, color space conversion, color correction, closed-captions extraction and more. Carbon Coder can be run via its user interface or via an XML-based API that is included with the*

*product.*

**Carbon Server and the Rhozet Workflow System (WFS)** manage a network of Carbon Coder engines (a transcoding farm), providing massive scaling for high-volume operations.

**Rhozet Quality Control System (QCS)**, the automated and fully integrated quality control engine, allows for analysis of files before, after and during the transcode process.



1RU Profile Harmonic ProStream 4000

## Euphonix Surfaces Cont'd - Special Pricing on Now

connected to additional MC Mix, MC Transport and MC Color units to create a larger media control surface.

**MC Color** offers deep tactile control and integration with Apple Color, REDCINE-X, Smoke for Mac, and STORM, helping you speed up your color grading

workflow through high-resolution trackballs, trackwheels, touch-sensitive encoders, and a host of programmable keys - all in a slim design.

**MC Mix** brings the unparalleled audio mixing speed, resolution and DAW integration of

Euphonix's high-end professional consoles to the personal studio. The faders and rotary encoders enable fast access to pan, EQ and plug-ins with clear metering and info displays. Add MC Control and/or extra MC Mix units for larger systems.

### The red dot award?

*The "red dot award: product design" is a world-class award presented to products released over the past two years that exhibit superiority of design in terms of a total of nine aspects, including innovation, functionality, ergonomics, ecology and durability. This year's winning products were on display from July 6 to August 1, 2010 at the red dot design museum on the premises of the Zeche Zollverein World Cultural Heritage Site in Essen Germany.*

Bundle Number	Description
9935-65015-00	<b>MC Color/Transport Bundle</b> Combines MC Color and MC Transport at a promotional price.
9935-65016-00	<b>MC Mix/Transport Bundle</b> Combines MC Mix and MC Transport at a promotional price.



*Promotional pricing is available through December 31, 2010. Cannot be combined with other promotional offers for the same product.*

### Deltech in the Community:

Amendment to our previous notice:  
Deltech Supported the **CEP79M** Children's Wish Charity Golf Tournament.

### 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.



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### Sign up now

**\*\* TIME IS RUNNING OUT \*\***

PROVIDEO SESSION

ADOBE CS5  
PRODUCTION PREMIUM

NOVEMBER 3, 2010  
250 Shields Court, Units 12 & 13  
Markham ON

# Adobe CS5: Inside Production Premium!

"As video editors, we have patiently waited for tools that are as quick as our clicks and keystrokes. After testing ... we can say that CS5 is nothing less than revolutionary. Our wait is over." *VideoMaker*

Whether You are a video editor or a motion graphics/special effects artists, the Production Premium has a slew of features to help you work faster and more imaginatively. Take a look.



## Native 64-bit OS support

Use all of your system's RAM to work fluidly on high-resolution projects in After Effects — even at 32-bit-per-channel color inside HD, 2K, and 4K compositions. View a list of 64-bit third-party plug-ins.

## Expanded tapeless support

Edit video natively in the latest tapeless formats, including R3D, AVCCAM, XDCAM HD 50, DPX, P2, XDCAM, and DSLR camera formats without transcoding or rewrapping. Take advantage of improved support for RED R3D formats, and gain additional controls for working with raw footage in After Effects.



## Roto Brush

Isolate foreground elements from backgrounds with this revolutionary tool in a fraction of the time required by other methods in After Effects CS5.

## Faster Dynamic Link

Refine compositions and sequences by jumping between After Effects CS5 and Adobe Premiere Pro CS5 using faster performance in Adobe Dynamic Link. New memory settings make running multiple Production Premium components more efficient.

## Intuitive perspective drawing

Automatically generate perspective grids for 1-, 2- or 3-point linear perspectives in Adobe Illustrator CS5, complete with controls for horizon lines and vanishing points. Artwork automatically draws in the visual dimensions set by the Perspective Grid.



## Interactive video portfolios

Use Adobe Flash® Catalyst CS5 to create expressive interactive content without writing code. Design layouts using Illustrator or Photoshop Extended, and then bring layered media from those components into Flash Catalyst to add interactions, video, and sound using its approachable user interface.

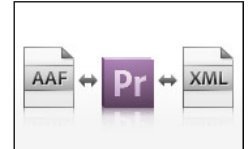
## Roundtrip editing between Adobe Premiere Pro and other NLEs

Integrate Production Premium into your workflow, no matter which NLE you prefer. Move projects easily back and forth between Adobe Premiere Pro CS5 and Final Cut Pro or Avid editing software, and benefit from timesaving integration between Adobe Premiere Pro and After Effects.

Using CS5 Production Premium

## Integration with CS Live online services

Initiate reviews and collect client feedback on dailies, storyboards, and edited works in progress with Adobe CS Review and Acrobat.com — both part of Adobe CS Live online services.\* CS Live services are complimentary for a limited time.



## Industry-leading performance with the new Mercury Playback Engine

Edit faster in Adobe Premiere Pro thanks to the native 64-bit, GPU-accelerated Mercury Playback Engine that provides rock-solid performance and stability, even at 4K resolution.



## Richer, more compelling 2D and 3D images

Make 3D artwork by extruding an object such as a text layer in Photoshop CS5 Extended. Create expressive digital paintings, blending colors with lifelike, textured brush strokes.

## Small changes that make a big difference

Benefit from dozens of user-requested refinements that yield big productivity gains — such as the ability to align layers to comps in After Effects; automatic scene detection to create separate clips from HDV tapes and the ability to import assets from DVDs in Adobe Premiere Pro; and the ability to straighten images automatically in Photoshop Extended.



==ADOBE PREMIERE PRO DISCOUNT==

GET YOURS NOW

Valid at [DeltechOnline.com](http://DeltechOnline.com) until December 31, 2010

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