



# Press Release

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## IBC 2009: DVS adopts AVC-Intra in its new video server VENICE

**At IBC booth 7.E21, DVS and Panasonic emphasize their partnership. The new video server from DVS, VENICE, showcases its latest features. Among them is the support of AVC-Intra, the renowned Panasonic codec, thus positioning VENICE in the core of broadcaster's distribution environment.**

Hanover/Amsterdam. At IBC 2009, DVS will present the latest developments of its VENICE video server, introducing a product line especially suited for the broadcast market. VENICE provides fast, consistent workflows with compressed video formats. Moreover, the broadcast video server captures data directly from cameras, tape recorders and even Panasonic's P2 cards.

VENICE will also include support for Panasonic's AVC-Intra 50/100, the Intra frame based Advanced Video Coding technology, offering broadcasters and industry professionals increased flexibility and interoperability for P2 content.

Panasonic's file-based workflow P2 technology was launched in 2004 to offer better efficiencies compared with traditional tape-based technology. AVC-Intra is the industry's most advanced compression technology with twice the compression efficiency of MPEG-2 systems. AVC-Intra provides high-quality 10 bit intra-frame encoding in two modes: AVC-Intra 100 for full 1920 × 1080 (vs 1440 × 1080) mastering video quality, and AVC-Intra 50 Mbps for DVCPRO HD comparable quality at half the bit rate, thereby doubling the record time on a P2 card and other storage devices.

VENICE supports a wide range of common compressed formats. With the support of Panasonic's AVC-Intra 50 and 100 VENICE allows for easy and comfortable handling of material from Panasonic

cameras. Now users of VENICE gain even more flexibility while choosing formats, which offers additional possibilities when aiming for tapeless, data-based workflows. Integrating VENICE into their workflow, broadcasters can easily manage and process content, achieving additional time and cost benefits. Moreover, essential MXF variants can be used easily and securely in file-based workflows and then distributed in the production environment.

The companies' cooperation is the result of both Panasonic's and DVS's attitude towards partnerships. DVS has lived its philosophy of openness for many years. Thanks to its open, flexible systems and by integrating other company's know-how into the DVS products, users benefit from seriously added value. Panasonic has built up a network of third-party companies offering products and solutions that e.g. support P2 in order to bring the time and cost saving benefits to customers.

Tadao Shimozuru, Director of Professional AV Systems B.U., AVC Networks Company, Panasonic Corporation: "AVC-Intra is rapidly becoming the acquisition format for many broadcasters and productions worldwide. We are always looking to expand our strategic approach to the market by offering various solutions with third parties. Panasonic is very pleased that DVS is supporting the AVC-Intra format."

Bernhard Reitz, Head of Product Management at DVS: "It has always been essential to DVS to strengthen its strategic partnerships. With Panasonic we found a partner that focuses on the broadcaster's current needs and requirements like we do. Our support for Panasonic's AVC-Intra provides an added level of choice and offers many more possibilities for broadcasters migrating into a tapeless and file-based workflow environment."

**About DVS:** DVS is a leading manufacturer of high-quality hardware and software for the digital film and video post production, broadcast, presentation and event markets. DVS applications span the areas of R&D, production of popular TV series and Hollywood blockbusters, and enable 4K films for Digital Cinema. With over twenty years of experience in the professional video industry, DVS has cultivated a "passion for perfection," and continues to develop revolutionary systems for customized, flexible, high-performance workflows.

DVS was the first company in the world to make real-time 4K processing possible. CLIPSTER®, DVS's flagship product, has won several prestigious awards, including this year's NAB Post Picks Award. At the BANFF World Television Festival, DVS was honored with the 2009 Deluxe Outstanding Technical Achievement Award.

Headquartered in Hanover (Germany) and Los Angeles (USA), DVS also has branch offices in Miami (USA), Paris (France), and Singapore. [www.dvs.de](http://www.dvs.de)

42 lines / 3.500 keys

## Caption: VENICE

VENICE supports AVC-Intra – presented at IBC 2009 by DVS. (Photo: DVS)