



## **PRESS RELEASE**

**For Immediate Release**

### **HDMI converters maximize HDV/AVCHD/DV Quality**

(Colorado Springs, CO, 12 April 2007) Convergent Design announced today their third HDMI to HD-SDI converter, HD-Connect MX. HD-Connect MX performs HDMI to HD/SD-SDI (with embedded audio and time-code) and includes reference-input, as well as AES and LTC outputs for a suggested MSRP of US\$995.

Convergent Design now offers three different HDMI to HD/SD-SDI converters, nanoConnect, HD-Connect MI and HD-Connect MX. nanoConnect (US\$495) performs the basic HDMI to HD/SD-SDI conversion and is an ideal choice for ingest of HDV / AVCHD into a Final Cut Pro or Premiere editing system which can use 1394 for deck control. HD-Connect MI (US\$595) adds RS-422 deck control, a must for Avid users. Finally, HD-Connect MX (US\$995) adds studio-level professional features, including reference-input, AES, LTC and dual HD/SD-SDI outputs.

All three HDMI to HD-SDI converters support HD and SD formats, including 1080p30/29.97/25, 1080i60/59.94/50, 720p60/59.94/50, 486i and 576i. Embedded 48KHz 24-bit audio is also seamlessly transferred from HDMI to HD/SDSDI.

These innovative converters offer superior video and audio quality over older analog connections, by avoiding D/A and A/D conversions which reduce the overall video resolution and introduce subtle color shifts. Furthermore, by taking advantage of the error-correction circuitry inside the deck/camcorder, tape dropouts are all but eliminated.

Editors can enjoy affordable conversion of long-GOP HDV / AVCHD into I-Frame CODECs such as DVCProHD or DNxHD. These I-Frame CODECs support real-time playback from the time-line and eliminate most of the time-wasting renders and conforms associated with native editing solutions.

HD-Connect MX elevates HDV / AVCHD to a cost-effective studio-quality format, which can be genlocked to an SD/HD house reference with AES and LTC outputs. Low-cost very high quality studio cameras can also be realized by connecting this converter directly to the live-output of the camera. The resulting HD/SD-SDI stream, which can be sent directly to a router, has never been compressed, yielding the highest quality video available from a given camcorder.

#### **Availability / Additional Info**

HD-Connect MX will be available in Q3/07 and carries an MSRP of US\$995. nanoConnect and HD-Connect MI are available for immediate delivery. More information is available at: <http://www.convergent-design.com> or at the Convergent Design NAB booth: SL10830.

#### **About Convergent Design, Inc.**

Located in Colorado Springs, CO, Convergent Design specializes in the development of professional video and audio conversion products for NLE and broadcast applications. Convergent Design has received the Vidy, Top Innovation and Pick Hit awards for their converter product.

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