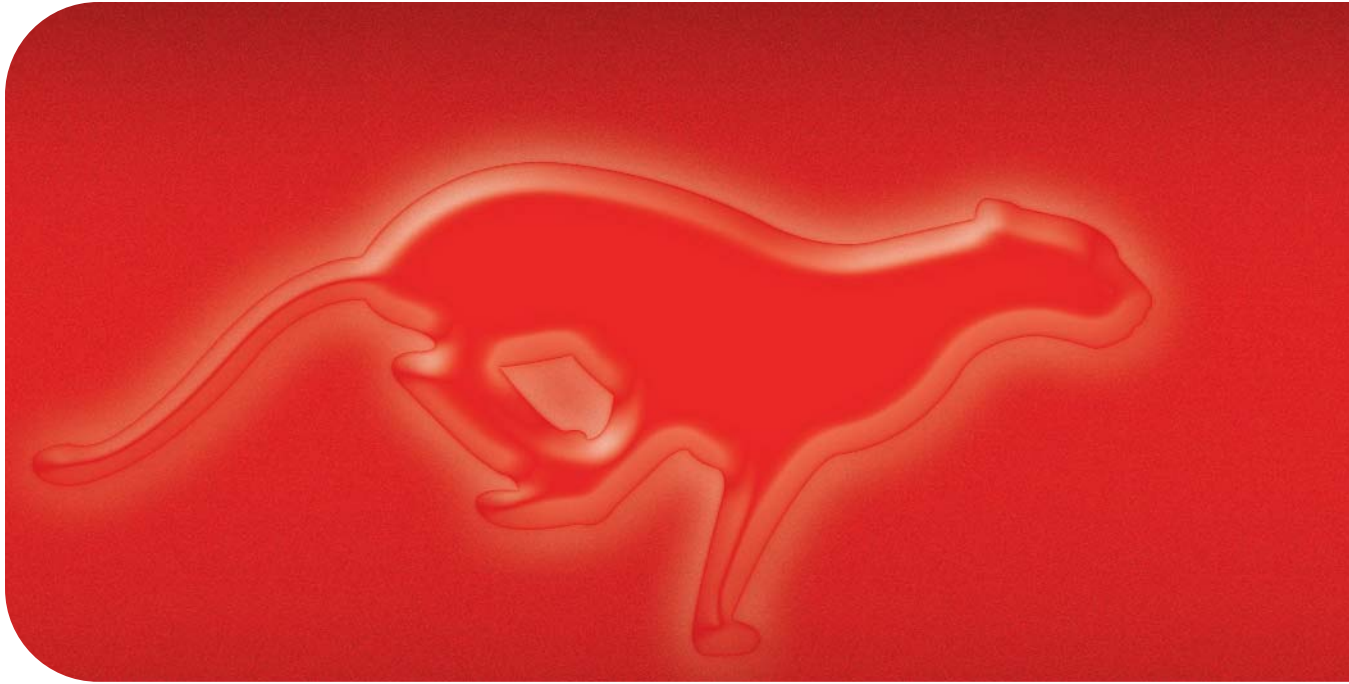


Editing Solutions for MAC CinéWave Family



Live
Production



Editing



Content
Delivery



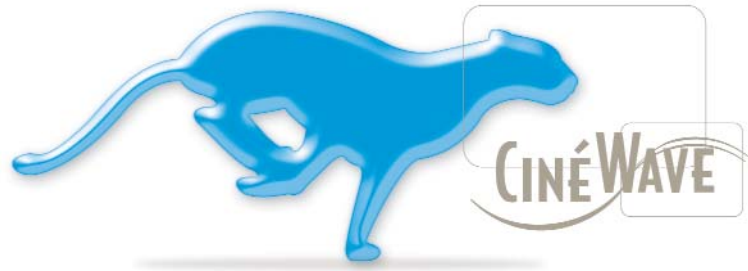
News
Production



Sports
Analysis



OEM/
Developer



What is CinéWave?

Pinnacle's CinéWave quickly and easily transforms your Mac® OS X-equipped Power Mac into a top-of-the-line production house.

Don't waste time with inferior formats, unnecessary rendering or high costs when at a fraction of the price, you can do dozens of uncompressed and/or compressed effects in real-time.

CinéWave offers over 40 real-time effects. In fact, you can composite up to three layers of video and two layers of graphics with alpha channels while stacking multiple keyframeable effects on each track. New effects never require new hardware as they are available through software updates.

At any time, without even opening the side door, you can start editing uncompressed HD. Unlike other more expensive systems, CinéWave has the flexibility and scalability to capture, edit and simultaneously output into all popular professional SD and HD formats. All of this, with industry leading 8 and 16-bit codecs, a comprehensive array of online and offline formats, and complete QuickTime® compatibility.

Introducing CinéWave 4 and Final Cut Pro 4

Awesome New Space Saving High Quality Offline Support

- Support for real-time capture from both SD and HD sources at industry leading frame rates (23.976, 24, 25 and 29.97) into popular high quality offline formats in either 4:3 or 16:9: PhotoJPEG, DV25/DV50 and CinéOffline

New Real-Time Effects and Support

- Support for up to 5 uncompressed real-time tracks (3 video and 2 graphics with alpha channel)
- Real-time effects from uncompressed 8, 10* and 16-bit sources
- Real-time keyframeable Time Remap with field blending for slow motion and fast motion effects*
- Real-time support for Apple LiveType and Animation codec with alpha*
- Real-time effects support with multiple formats in the same timeline while maintaining video out
- Keyframeable real-time embedded moving alpha*
- Support for real-time effects in 24 (or 23.976) FPS
- Support for real-time effects with live video out for both DV25/DV50 and Photo-JPEG in CinéWave sequences*
- Complementary support for Final Cut Pro 4's new CPU driven RT Extreme multi-stream real-time effects engine

Go Deep by Maximizing Color Depth with High Precision Rendering Formats

- New high-precision 32-bit floating-point rendering with Final Cut Pro 4's HDR Image Processing Engine
- Support for "Trillions of Colors" RGBA rendering with Adobe After Effects®

Mix It Up with Multiple Formats in the Same Timeline

- True real-time support, not preview, for multiple formats and sources (PhotoJPEG*, DV25/DV50*, CinéOffline and full uncompressed 8, 10* or 16-bit, Apple LiveType*, Animation*, RGBA*) all within the same timeline without rendering
- Real-time support for Apple's 10-bit codec* as well as other vendors 10-bit YUV codecs
- Real-time effects support with multiple formats in the same timeline while maintaining video out

Film Is Now Your Friend with New Options

- Real-time reverse telecine from 30 or 29.97 FPS to 24 (23.98) FPS footage in both HD and SD formats with new support for DV25/DV50, PhotoJPEG and CinéOffline in 4:3 or 16:9
- As always, real-time 3:2 Pull-down restores 30 FPS output for tape

Real-Time Keyframeable HD Effects

- Keyframeable uncompressed HD Pan & Scan downconvert to uncompressed SD with simultaneous live SD and HD outputs*

See Me, Now Hear Me

- Support for up to eight tracks of audio out with Final Cut Pro 4
- New support for Steinberg Nuendo 2
- Support for video out with Apple Soundtrack

Go Everywhere with New Cross-Platform Codecs

- TARGA® Ciné PC Codec

**Requires CinéWave RT Pro Software*

CinéWave and CinéAcquire Enable Small Company to Get Motor Trend-Caliber Clients

Jay McCarthy of 3rd Bird Media Group is using CinéWave Classic RT with CinéAcquire™ to produce fast-paced, graphics intensive spots for clients like Motor Trend.

"CinéAcquire allows you to capture right into the software programs that don't have capture capabilities. That means that if I'm building an effect, like a title sequence, I can build it in one of those other applications, and if I have a client sitting in here, I can show it to them on a TV screen instead of importing it back into Final Cut Pro and watching it in there. It really speeds things up."

"The best part about CinéWave Classic RT is that you have a system that expands with Final Cut Pro into HD that's very affordable," he said. "I get uncompressed, real-time, hi-def quality content at a fraction of the price. So for a guy like me who works with world-class clients, but is a very small organization, I'm able to compete with the big boys who have spent hundreds of thousands of dollars on Avid®."



Image Courtesy of 3rd Bird Media Group

CinéWave 4 Classic RT

CinéWave Classic RT is ideal for creating graphic intensive intros, outros, IDs, and promos. It is uniquely suited for broadcast designers or editors that already have Final Cut Pro and/or Commotion Pro. CinéWave Classic RT now features over 20 real-time uncompressed effects when used with Apple's Final Cut Pro.

CinéWave Classic RT offers the same, clean, 8 or 16-bit, uncompressed quality as all CinéWave products and easily integrates with any QuickTime native application. CinéWave Classic RT provides QuickTime video-out support for NTSC/PAL and most popular HD formats. You can even simultaneously play out to tape up to four 10-bit uncompressed SD streams using CinéWave's standard dual Digital Tethers™. You can always move up to the RT Pro or HD I/O by upgrading to the CinéWave RT Pro software or attaching a Pro HD breakout box.

Every CinéWave comes bundled with CinéAcquire, a deck and device control application, that lets broadcast designers grab frames, batch capture or record to tape from inside of Adobe After Effects and Commotion Pro, or as a standalone application. CinéAcquire supports PhotoJPEG, DV25, DV50, uncompressed NTSC, PAL and HD formats including 720p with complete FireWire and RS-422 deck and device control.

FREE Real-time Effects

Transitions

- Cross Dissolve
- Cross Iris
- Diamond Iris
- Rectangle Iris
- Point Iris
- Oval Iris
- Star Iris
- Push Slide
- V Wipe
- Center Wipe
- Clock Wipe
- Edge Wipe
- Inset Wipe

Image Control

- Brightness and Contrast
- Color Balance
- Sepia
- Tint
- Desaturate
- Proc Amp
- Gamma Correction

Color Correction

- 2-Way Color Corrector

Film Support

- Reverse Telecine
- 3:2 Pull-down

All CinéWave Real-time Effects:

- Stackable
- Keyframeable
- CPU Independent

MTV Brazil Uses CinéWave For Promos and Locally Produced Programming

MTV Brazil relies on three CinéWave systems to produce all of the station's promos, station IDs, and to produce the programming that originates out of that station.

"The dynamic look of MTV demands special treatment," acknowledged Anselmo José Ferreira. "Therefore, we usually work with several graphics features like color correction, chroma key images, and other digital techniques."

Ferreira and his team have found that the real-time capabilities of CinéWave have saved them enormous amounts of time and have allowed them to get the job done much more efficiently than they ever thought possible.

"MTV Brazil ended up working with CinéWave chiefly because it has an amazing cost-effective price, it is user-friendly, and the quality is gorgeous," explained Anselmo.



Image Courtesy of Today Video, Inc



Image Courtesy of MTV Brazil



Image Courtesy of MTV Brazil



Image Courtesy of Today Video, Inc

CinéWave 4 RT

CinéWave RT is a combination of robust hardware (TARGA Ciné Engine) and award-winning software (Final Cut Pro, Commotion Pro, Knoll Light Factory and CinéAcquire) running on a Power Mac. These products were engineered to deliver excellent quality at an affordable price. The infinite layering, awesome effects, advanced non-linear editing combined with the fastest and most accurate motion tracker, paint, and compositing tools will blow your mind.

CinéWave RT now includes over 20 real-time uncompressed effects, more RT effects than any other uncompressed or DV Final Cut Pro-based solution. QuickTime video-out support for NTSC/PAL and popular HD formats is provided through the standard QuickTime Movie Player or in Commotion Pro, After Effects, or combustion through their native QuickTime viewer. You can even play out to tape up to four 10-bit uncompressed SD streams using CinéWave's standard dual Digital Tethers simultaneously.

CinéWave 4 RT Pro

CinéWave RT Pro is an easy to install software upgrade. There is no new learning curve. The Final Cut Pro interface remains exactly the same. The CinéWave RT Pro upgrade includes over 40 real-time effects, allows you to composite up to five real-time tracks (3 video and 2 graphics with alpha channel), and supports new real-time playback of Apple LiveType and the Animation codec with alpha. It also includes real-time effects support for DV25/DV50, PhotoJPEG, 8, 10 and 16-bit uncompressed sources separately or mixed in the same timeline while maintaining video out.

Other new features are real-time keyframeable Time Remap with field blending, embedded moving alpha, support for real-time effects in 24 (or 23.976) FPS and real-time, keyframeable HD (16:9) Pan & Scan downconvert to uncompressed SD (4:3) with simultaneous live SD and HD outputs. As always, it includes support for real-time keyframeable motion graphics effects, dissolves, wipes, color correction and keys. You can even add multiple keyframeable filters and motion controls to each track of compressed and/or uncompressed footage.

The extraordinary power of the TARGA Ciné Engine drives the real-time processing in turn making the speed of the CPU irrelevant. CinéWave RT Pro offers the most comprehensive set of real-time effects and transitions of any Final Cut Pro-based solution.

Unlike systems using preview effects, CinéWave RT Pro's real-time effects and transitions can be mastered to tape without rendering. The result is greater productivity and uninterrupted creative workflow. CinéWave RT Pro means power to create with speed, quality, and control. Now you can create the best looking images in a fraction of the time.

CinéWave 4 Offers Deep Features

"Pinnacle offers unsurpassed image quality, increased professional features for film and HD, dramatically increased workflow options with capture from SD and HD into PhotoJPEG, DV25/50, CinéOffline, CinéYUV 8, and 16-bit. RT Support for many favorite codecs including Animation, None and third-party codecs; mix and match formats and codecs in one sequence with RT Effects, including speed changes and time-remapping - up to 5 Tracks."

*Todd Sali
Videography*

A First Look at CinéWave 4

"After 13 years in the business, cutting in the linear world, CMX world, NLE world, I honestly feel that Final Cut Pro 4.0/CinéWave 4.0 is the best editing system I have worked on, period. If you are serious about working in uncompressed and want ultimate flexibility in formats and real-time functionality, CinéWave should be in your toolbox."

*Walter Biscardi
CreativeCow.net*

Real-time Effects

Transitions

- Cross Dissolve
- Cross Iris
- Diamond Iris
- Rectangle Iris
- Point Iris
- Oval Iris
- Star Iris
- Push Slide
- V Wipe
- Center Wipe
- Clock Wipe
- Edge Wipe
- Inset Wipe

Image Control

- Brightness and Contrast
- Color Balance
- Sepia
- Tint
- Desaturate
- Proc Amp
- Gamma Correction

Color Correction

- 2-Way Color Corrector
- 3-Way Color Corrector with Limit*
- Desaturate Highlights*
- Desaturate Lows*
- RGB Balance*

Motion Effects

- Crop, Scale, Center, and Anchor Points*
- Time Remap with Field Blending*
- RGBA with Embedded Moving Alpha or Still Graphic with Alpha*
- Opacity*
- Composite*
- Color Mattes*
- Shapes*
- Gradients*
- Custom Gradients*
- Highlights*

Titles/Images

- Apple LiveType*
- Animation Codec with Alpha*
- Titles*
- 3D Titles*
- Animation of Photoshop Layers*

Keys

- Luma*
- Chroma*
- CinéWave Chroma (with Spill Suppression)*

HD Downconvert

- HD Pan & Scan Downconvert to SD*

All CinéWave Real-time Effects:

- Stackable
- Keyframeable
- CPU Independent

*CinéWave RT Pro Only

"CinéWave HD is great. It works. The picture quality is awesome, and the price is right."

HDNet, broadcasts 16 hours of HDTV sports, news and documentaries every day, seven days a week — thanks, in part, to CinéWave HD, Final Cut Pro and the Mac®.

"We looked at a number of the high-def, nonlinear editing systems," says Phil Garvin, HDNet's general manager. "You're inclined to be prepared to spend a lot of money to get what you need. And along comes Final Cut Pro with Pinnacle CinéWave—it's just amazing.

Garvin adds. "There's so much information in a high-def signal—you get 10 times the resolution of regular definition TV—but the combination of Final Cut Pro on CinéWave can handle the heavy processing. We bring content into the Mac from the CinéWave via HD-SDI. Once the material is edited, it comes back out to tape from the CinéWave.

"And the whole system fully put together, costs one third of a comparable system. HD is eventually going to be everywhere," Garvin emphasizes. "We may be adding additional HD channels, and we'll buy a few more CinéWave HD systems."



Images Courtesy of HDNet



CinéWave 4 HD

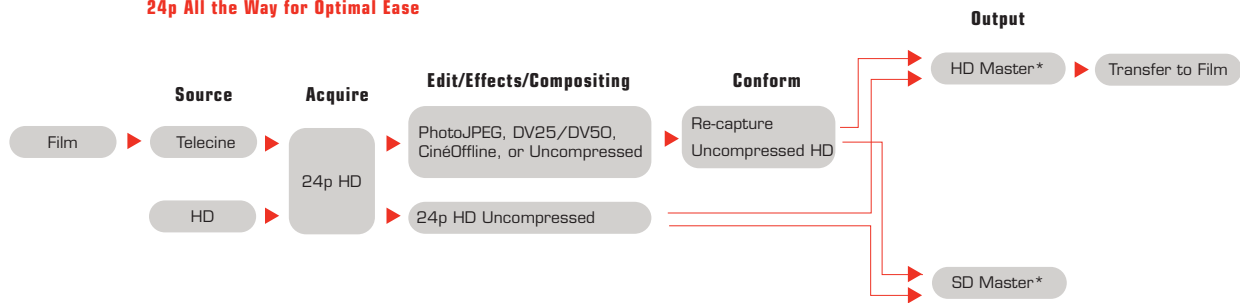
Absolutely every CinéWave system can edit true HD. With the addition of a HD breakout box, you now have HD I/O. CinéWave flawlessly handles uncompressed 1080i/30, 1080i/25, 1080p/24, and even 1080p/23.98 FPS for true 23.976 editing support in Final Cut Pro. There is also limited support for 720p with Final Cut Pro and full support with CinéAcquire.

Unique to CinéWave is the ability to simultaneously output uncompressed HD with real-time, keyframeable, Pan & Scan downconvert to SD. This is a huge time-saver when you need to send SD review copies of your HD work-in-progress or output your HD and SD masters in one shot.

CinéWave HD supports true 24-frame film editing from acquisition to distribution. Editing at 24 FPS means there is no need for error prone, time consuming, frame rate conversions. In fact, now with PhotoJPEG, DV25/DV50 and CinéOffline in 4:3 or 16:9, you can even maintain 24 FPS in the offline mode. Of course, if you prefer to edit in 29.97 FPS, CinéWave is ready.

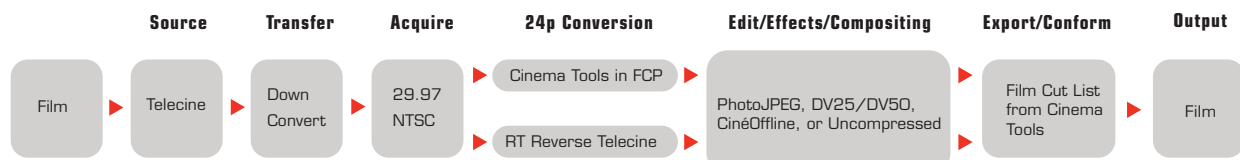
High Quality and Affordable Film/HD Workflow

24p All the Way for Optimal Ease



*CinéWave Supports Simultaneous HD and SD Output

24p Source. Telecine to Video. 24p Output



CinéWave Software Components

CinéWave offers the best quality tools for unlimited layering, effects, advanced non-linear editing, motion tracking, paint, compositing, audio recording, editing, and mixing.



Final Cut Pro

Final Cut Pro is Apple's, Emmy® award-winning video editing, compositing, and special effects software. Final Cut Pro and QuickTime work together to take advantage of Apple's Power Macs, delivering dramatic gains in video editing productivity.



Commotion Pro

Commotion Pro is Pinnacle Systems' comprehensive desktop application for paint, rotoscoping, compositing, motion tracking, and effects.



Knoll Light Factory

Knoll Light Factory is the most widely used lighting effects tool. Now you can create an unlimited number of lighting effects and lens flares as seen in major TV broadcasts and feature films.



CinéAcquire

CinéAcquire is a powerful application that provides broadcast designers direct, frame accurate, machine control for video capture and record-to-tape. CinéAcquire works as a stand-alone application and as a plug-in module for Commotion Pro and Adobe After Effects.



Nuendo

Nuendo is a high-end digital audio workstation developed specifically for the demands of modern multimedia productions. Regardless of whether you are working on music or post production project, in broadcasting or video - Nuendo offers a solution which will perform to the highest expectations.

CinéWave Product Comparison

	CinéWave Classic RT	CinéWave RT	CinéWave RT Pro	CinéWave HD
TARGA Ciné Engine	■	■	■	■
CinéAcquire & Pipeline Digital RS-422 Device Control Cable	■	■	■	■
CinéOffline	■	■	■	■
Keyspan USB Twin Serial Adapter	■	■	■	■
Final Cut Pro with Offline RT and Color Correction Tools	Optional	■	■	■
Commotion Pro	Optional	■	■	■
Knoll Light Factory	Optional	■	■	■
CinéWave RT Pro Software Upgrade	Optional	Optional	■	Optional
Pro Analog Breakout Box	■*	■*	■*	■*
Pro Digital Breakout Box	■*	■*	■*	■*
Pro Digital Plus Breakout Box	Optional	Optional	Optional	Optional
Pro Digital & Analog Breakout Box	Optional	Optional	Optional	Optional
Pro HD Breakout Box	Optional	Optional	Optional	■

Key ■ = Included/Supported, ■* Includes Either a Pro Analog or Pro Digital Breakout Box

Breakout Boxes



Pro Analog

- Video: Analog composite, component, S-Video, reference in (BNC)
- Audio: Analog unbalanced -10 dB (RCA); Balanced +4 dB (XLR)



Pro Digital (SDI)

- Serial Digital Interface (SMPTE 259M) resolution at 10-bits with embedded audio at 20-bit/48 KHz



Pro Digital Plus

- I/O for Uncompressed standard definition Serial Digital Interface (SDI) video
- Supports up to 4 channels of AES/EBU audio
- Supports monitoring of analog composite video and RCA unbalanced audio
- Supports dual SDI outputs



Pro Digital & Analog

- Video: Composite, component, S-Video, analog 10-bit, serial digital (SMPTE 259M) resolution at 10-bit
- Audio: 4 In/6 out analog balanced audio, 4 In/4 out AES/EBU digital audio at 20-bit/48 KHz, 2 In/2 out S/PDIF digital audio, 2 In/2 out unbalanced audio, 8 In/8 out TDIF digital audio, SDI embedded audio at 20-bit/48 KHz



Pro HD Digital (HD-SDI)

- HD Serial Digital Interface (SMPTE 292M) with embedded audio at 20-bit/48 KHz
- Supports 1080i/30, 1080i/29.97, 1080i/25, 1080p/24, and even true 1080p/23.98 FPS
- Limited support for 720p with Final Cut Pro. Full 720p/59.94 support with CinéAcquire.