

PRESS RELEASE

Boinx Software certifies Matrox MXO and MXO2 with BoinxTV

Amsterdam, Netherlands—September 10th, 2009. Boinx Software today announced that the popular I/O devices Matrox MXO and MXO2 are now certified to provide input/output, monitoring, and format conversion for BoinxTV. This offers video producers an affordable and highly portable solution for creating professional TV shows, delivering an SDI signal in broadcast-quality.

"With the Matrox products MXO and MXO2 it is easy and cost-effective to integrate BoinxTV into an SDI workflow," says Oliver Breidenbach, CEO of Boinx Software. "Broadcasters now can establish a live feedback channel to their audience easily. They have the chance to try out new things like Skype integration or displaying Twitter feeds in their programming on a tight budget."

"The combination of Matrox products with BoinxTV opens new possibilities for video production," said Wayne Andrews, senior product manager at Matrox. "Users now have the flexibility to work on laptops as well as desktop systems to deliver high-quality programming."

Using the MXO with BoinxTV

The Matrox MXO enables BoinxTV to output an SDI signal for easy integration into existing workflows. With its unique and versatile Layers which can also be easily modified to customer specifications, BoinxTV provides a rich tool set for broadcasters to quickly and inexpensively implement visualisation of data like RSS feeds (for example Twitter) or databases (like stock market information).

Using the MXO2 with BoinxTV

The Matrox MXO2 can also be used to output video in a variety of formats. Alternatively, it also supports video input through SDI, HDMI, Component, CVBS and S-Video. This enables BoinxTV to use an SDI signal as an input and perform its graphical magic on it before streaming live to the internet, for example. Another use case for the Matrox MXO2 is the input of low-latency analog or HDMI video input. This is especially useful if the video is projected on a stage where low-latency is required. The MXO2 also supports hardware based downscaling of HD signals so that 1080p signals can be used in 720p or NTSC/PAL projects without putting extra downscaling load on the software. Matrox MXO2 will be demonstrated at IBC 2009 (Amsterdam, September 11–15) on stand 7.B29.

Mobile TV Studio Solution

Connected to a MacBook Pro with BoinxTV installed, both Matrox devices provide a highly versatile portable broadcast solution even "on the go".

Learn more at boinx.com/boinxtv/equipment/matrox.

About BoinxTV

BoinxTV, winner of the Apple Design Award 2009, is a revolutionary tool for creating Live to Disk, Live to Internet, and Live to Stage video, jointly developed by Boinx Software and

TheCodingMonkeys. With BoinxTV, you can create stunning studio shows, podcasts, sports events, concerts, interviews, sermons, lectures, seminars and more, using your Mac and multiple cameras. With its innovative user interface and its extendable architecture, BoinxTV makes it easy to create professional 'TV style' shows, minimizing post-production time.

Availability & Pricing

BoinxTV is available for download at boinx.com/download. A free demo license enables BoinxTV for 30 days. The single license of BoinxTV is available for \$499 at the Boinx Kagi Store. The BoinxTV Sponsored Edition for \$199 requires a credit for BoinxTV in every video created with BoinxTV. For education and volume licensing (multi-seat) of BoinxTV, please contact sales@boinx.com.

About Matrox

Matrox Video Products Group is a technology and market leader in the field of HD and SD digital video hardware and software for realtime editing, audio/video input/output, DVD/Blu-ray authoring, capture/playout servers, clip/still stores, and CGs. Matrox's Emmy award-winning technology powers a full range of content creation and delivery platforms used by broadcasters, post-production facilities, project studios, corporate communicators, and videographers worldwide. Founded in 1976, Matrox is a privately held company headquartered in Montreal, Canada. For more information visit www.matrox.com/video.

About Boinx Software

Boinx Software Ltd. is located in Puchheim, near Munich, Germany. Boinx Software develops award winning software for the creative Mac user in animation, movie production and photography. Boinx iStopMotion is the leading solution for stop motion animation and time lapse capture and won the O'Reilly Mac OS X Innovators Award in 2003. Boinx FotoMagico, winner of two Apple Design Awards—"Best Mac OS X Leopard Graphics and Media Application Runner-up 2008" and "Best Mac OS X User Experience Runner-up 2006," is a presentation tool for professional photographers. BoinxTV, winner of the "Apple Design Award 2009", is a revolutionary live production software that turns any Mac into a TV studio. Boinx PhotoPresenter, winner of the Apple Design Award 2005 "Best Mac OS X Student Product," is a quick slideshow tool with a variety of pre-built templates. Boinx Mouseposé is the indispensable mouse pointer highlighting tool for everyone doing presentations, training or demos.

Learn more about BoinxTV at boinx.com/boinxtv

Find high-res images at boinx.com/press/media

Press Contact:

Frank Limbacher
pr@boinx.com

Matrox is a registered trademark. All other trademarks are the property of their respective owners and are hereby acknowledged.