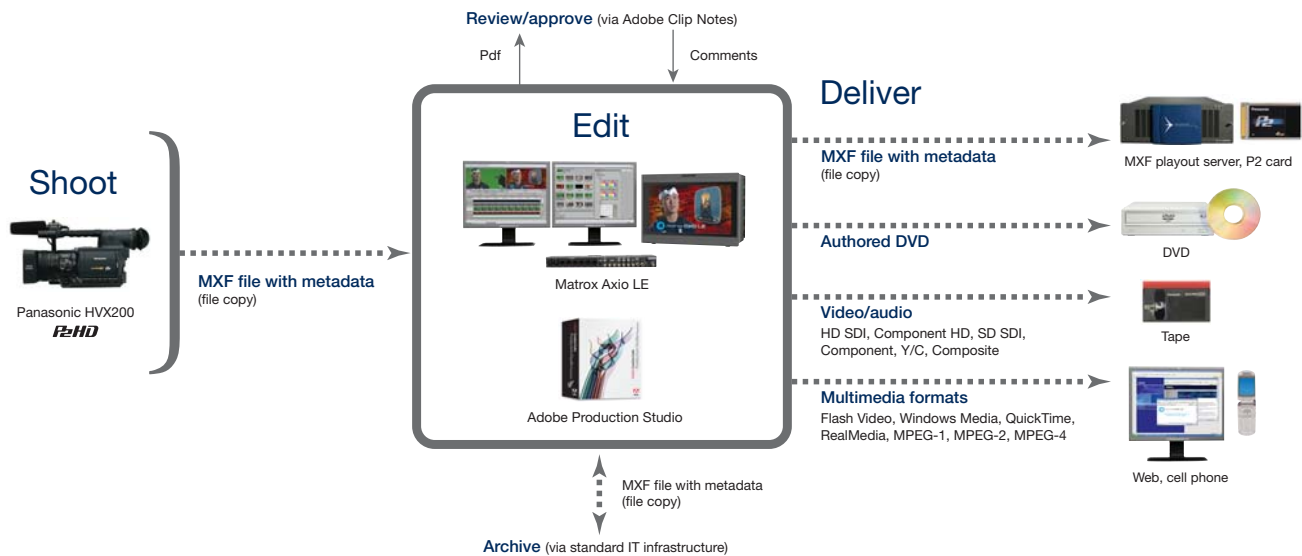


The Ultimate Tapeless HD Workflow

What are you working on today? Whether it's a television program, documentary, commercial spot, corporate video, or feature film, you can get it done faster and more cost effectively with a combination of Panasonic P2, Matrox Axio, and Adobe Production Studio.

This end-to-end solution increases productivity throughout the entire production process from shooting through editing, approval, delivery and archiving. The Panasonic HVX200 P2 camera records directly to files that can be edited by the Matrox Axio editing system and Adobe Production Studio applications in real time. Lengthy waits for footage to be captured, files to be converted, and timelines to be rendered are a thing of the past. Even the review/approval and archiving processes are easier and more efficient than ever before.



Shoot — Panasonic P2 (Professional Plug-in) memory-based acquisition lets shooters move away from the linear nature of tape and eliminates the need to digitize footage before it can be edited. The camera records high-quality 4:2:2 DVCPRO 50 or DVCPRO HD as MXF data files on solid-state P2 memory cards or high-capacity hard disk storage. These digital data files can be transferred, copied, downloaded or transmitted at high speed over networks using a personal computer.

The HVX200 sports an impressive list of features and supports a variety of formats including 1080i, 720p, and SD. It is also capable of variable frame rate recording.

Edit — To start editing, all you have to do is copy the data from your P2 card to your Matrox Axio editing system. Copying is faster than real time. If you can't wait the short time it takes to transfer your files, you can edit directly from the P2 card.

Axio makes it easier for you to manage your P2 assets by extending the Windows Thumbnails View to show icons for the P2 MXF files. P2 metadata can be seen in the Windows Details View.

What is MXF?

MXF (Material eXchange Format) is a standardized (by SMPTE) file exchange format that assures interoperability among devices and systems. P2 uses .mxf files rather than .mov, .avi, or .mpg files, for example.

MXF is designed for today's file-based workflows and provides a common way of packaging video and audio along with metadata so that information about the content is maintained as it flows through the production process.

Matrox Axio enables Adobe Premiere Pro and Adobe After Effects to natively edit the MXF files that are written by the P2 camera. There are no time-consuming file format conversions and no need to waste disk space managing multiple versions of files. In addition, metadata is retained and can be read in Adobe Premiere Pro. Matrox Axio also lets you work seamlessly with the other Adobe applications, fully supporting Adobe Dynamic Link and providing WYSIWYG video output support for Adobe After Effects and Photoshop CS2, as well as other animation and compositing packages.

Matrox Axio features no-render HD and SD finishing in a wide range of compressed and uncompressed formats, superior realtime color correction tools, advanced realtime effects, and a full complement of analog and digital audio and video inputs and outputs.

Axio's powerful and scaleable architecture lets you edit multiple HD and SD MXF streams simultaneously and mix them with other formats in real time including footage captured as AVI files from the popular VariCam camera. The VariCam feature, variable frame rate shooting, on a P2 camera works similarly to the VariCam feature on tape. The camera actually saves 60 or 50 frames in the P2 MXF file and tags the ones that should be used to playback at 23.98 or 25 fps. Axio lets you play those MXF files in a 23.98 or 25 timeline without any additional processing. Axio will detect and remove the repeated frames on the fly. The camera also features a "pN" native mode in which it will only save the required 23.98 or 25 frames on the P2 card. Axio also supports realtime playback of those "pN" files.

Note: When capturing from a VariCam source using Matrox Axio, only video can be captured. However, you can add a voiceover or separate audio clips to your VariCam clips on the timeline. Axio supports playback of both video and audio in MXF files that you've recorded on your Panasonic VariCam camera.

Review/approve — Getting team and client feedback is essential to most video projects. Adobe Clip Notes makes edit reviews simple. You no longer have to export rough cuts to disc or tape, or try to match various comments to the shots. Your teammates and clients can mark your rough cuts directly by using free Adobe Reader software, then send comments to you via e-mail. You can import their comments directly into your project, where they appear as markers in the timeline for you to review. Matrox Axio accelerates the creation of Adobe Clip Notes files.

Deliver — Once you've finished your edit, Matrox Axio lets you quickly and easily deliver to any format you desire, from D5 tape to the latest cell phone!

- Export MXF files directly to your playout server or P2 card
- Record to D5 tape if you want the highest quality for film printing
- Export directly to DVD from Adobe Premiere Pro, taking advantage of Matrox Axio's acceleration
- Use the Adobe Media Encoder to export to a variety of multimedia formats, taking advantage of Matrox Axio's acceleration
- Export to Flash Video for integration into rich web experiences and for playback on Flash Lite-capable cell phones, taking advantage of Matrox Axio's acceleration

Archive — Finally, because P2 works in an already mature IT infrastructure, archiving is a simple matter of backing up your data. Industries like banking and insurance have used this type of data backup reliably for many years. Some products, such as the Quantum SDLT 600A, even go a step further than standard backup solutions, because they are MXF aware. You can easily search and access your archived material over a standard Ethernet network.

AG-HVX200 HD formats supported by Matrox Axio

Camera format	Axio editing resolution	Comments
1080/60i	1080i @ 29.97	Realtime full resolution, full frame-rate playback
1080/50i	1080i @ 25	Realtime full resolution, full frame-rate playback
1080/25p (over 50i)	1080p @ 25	Realtime full resolution, full frame-rate playback of the original 25 frames captured by the camera – pulldown sequence removed
1080/24pA (over 60i)	1080p @ 23.98	Realtime full resolution, full frame-rate playback of the original 23.98 frames captured by the camera – pulldown sequence removed
720/60p	720p @ 59.94	Realtime full resolution, full frame-rate playback
720/50p	720p @ 50	Realtime full resolution, full frame-rate playback
720/25p (over 50p)	720p @ 25	Realtime full resolution, full frame-rate playback of the original 25 frames captured by the camera – pulldown sequence removed
720/25pN Variable	720p @ 25	Realtime full resolution, full frame-rate playback
720/25pN	720p @ 25	Realtime full resolution, full frame-rate playback
720/24p (over 60p)	720p @ 23.98	Realtime full resolution, full frame-rate playback of the original 23.98 frames captured by the camera – pulldown sequence removed
720/30p (over 60p)	720p @ 29.97	Realtime full resolution, full frame-rate playback of the original 29.97 frames captured by the camera – pulldown sequence removed
720/24pN Variable	720p @ 23.98	Realtime full resolution, full frame-rate playback
720/24pN	720p @ 23.98	Realtime full resolution, full frame-rate playback
720/30pN	720p @ 29.97	Realtime full resolution, full frame-rate playback

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