

# Third-Party Application Support for Matrox Multi

## **IN2CORE**

**Primestream and Building4Media**

**Softron Media Services**

**ToolsOnAir**

## **IN2CORE Announces Matrox Multi Support in QTAKE HD – April 2010**

QTAKE HD Advanced Video Assist software, will support new Matrox Multi input/output cards.

“We are very excited about the new Matrox product that will enable multi-stream I/O in a single PCIe card,” said Vlado Struhar, lead developer of QTAKE HD.

The new version of QTAKE HD with Matrox Multi support will begin shipping in June 2010 as a free update to existing customers.

QTAKE HD is a Mac-based application designed and developed for video assist professionals. It provides dual channel HD capture and playback with real-time live compositing and editing. Stereoscopy support includes adjustable 3D muxing in live or playback mode and 3D editing. For more information visit [www.qtakehd.com](http://www.qtakehd.com).

## **Primestream and Building4Media Announce Support for Matrox Multi – April 2010**

Primestream/Building4Media, the creators of one of the world’s most powerful end-to-end broadcast and production suite of software application currently in use at CNN, NASCAR, CNBC, CBS and Reuters, has now integrated the Matrox Multi I/O card into its IT architecture.

“Being one of the most innovative and diversified software companies in the world, we are delighted to bring forward a new high-capacity, multiple-port interface to our offering,” said Claudio Lisman, President and CEO of Primestream Corporation “Our collaboration with Matrox will surely be of great benefit to our clients and the broadcast industry in general.”

### **About Primestream/Building4Media**

Primestream/Building4Media is the leader in the design and implementation of advanced broadcast client/server software based solutions. The company was founded in 2000 by a team of influential pioneers in broadcasting and IT engineers who joined the company from CNN, HBO, Discovery Channel and Sony. Together, they set in motion a plan to break barriers and bridge broadcasting with digital file-based, metadata-driven production technology. Today, after rigorous research and testing, Primestream has successfully set a new standard in broadcasting by implementing the most unique hybrid solutions for TV stations, uplink centers, post production facilities, ENG/SNG (mobile news/sports gathering systems), emergency management broadcast facilities, and military applications. For more information visit [www.B4M.com](http://www.B4M.com).

## **Softron Media Services Announces Support of Matrox Multi Cards – April 2010**

Softron Media Services will support the full family of recently announced Matrox Multi cards. It will demonstrate OnTheAir TimeShift, its first application supporting these cards, at NAB 2010. Designed specifically for situations requiring a time delay for broadcast, OnTheAir TimeShift uses the dual-in, dual-out version of the Matrox Multi cards. Softron intends to support the full range of Matrox Multi cards in the weeks and months to come.

OnTheAir TimeShift is targeted to broadcasters confronted with the issue of rebroadcasting the same material at a slightly later time. Using a simple user interface, OnTheAir TimeShift allows the user to set the delay of the rebroadcast of original material that is being recorded. The time adjustment can be in minutes or in hours. OnTheAir TimeShift was created for a

particular client but it demonstrates the capabilities of the Matrox Multi cards as well as Softron's expertise in addressing specific broadcasting needs.

Softron Media Services expects that many customers looking to output multiple channels of video will take advantage of Softron's new OnTheAir Node with one or more Matrox Multi cards. OnTheAir Node is designed for network use. One MacPro or Xserve, equipped with a single four headed Matrox Multi card and the appropriate number of Softron OnTheAir Node licenses can provide four channels of broadcasting in either SD or HD – and be controlled by any Mac on the network with either OnTheAir Live, the playlist manager that comes bundled with the OnTheAir Node application or with OnTheAir Manager, a scheduling application that will also be demonstrated at NAB. Each output can be individually controlled from any Macintosh that is on the network. Softron's MovieRecorder ingest application will also support the multiple input cards that are part of the Matrox Multi family. Like OnTheAir Node, MovieRecorder has been designed for network use. It provides an interface to control any number of inputs. A single Matrox Multi with four inputs could be used to record four different streams of video – each stream having the potential to be individually controlled by any user on the network.

"A lot of our users have been waiting for a long time for cards such as these," said Mike Skibra, Softron's Business Development Manager. "Matrox hit the nail on the head in identifying and supporting the most asked for attribute that we hear about. These cards should do very well amongst or existing and future customers."

### **About Softron Media Services**

Softron Media Services, headquartered in Brussels, Belgium, has been providing Macintosh based video and audio solutions for over 25 years. Softron Media Services provides applications for playout and scheduling, news management, character generation, acquisition and device control. What distinguishes Softron Media Services from other companies is the company's long dedication to providing the highest professional quality video support for Apple's Macintosh platform. Softron Media Services software applications are available online from the Softron Online Store as well as from Apple ProVideo integration specialists throughout the world. For more information visit [www.softronmedia.com](http://www.softronmedia.com).

### **ToolsOnAir Teams with Matrox for Multi-Channel Video Solutions – April 2010**

ToolsOnAir, makers of innovative QuickTime-based applications for broadcast video production professionals, has announced support for the new Matrox Multi input/output cards, the first four-channel 3G SDI cards for Mac.

ToolsOnAir's just:in software is specifically designed to enable simultaneous recording of multiple HD and SD video streams to a single Mac Pro, providing powerful edit-while-recording capabilities that enable producers to immediately begin editing content, even while files are still being ingested.

"The Matrox Multi cards are ideally suited for the ToolsOnAir's 'TV Station in a Mac' concept," said ToolsOnAir's Gilbert Leb. "We've seen a growing demand from mid-sized production companies for an affordable multi-channel recording solution in post production, broadcast and mobile applications. ToolsOnAir's Broadcast Suite is designed to meet the multicamera needs of live video, but until now this was only possible using multiple I/O cards. Matrox's Multi card has changed that, and we're truly excited by the potential this represents for our users."

At NAB 2010 ToolsOnAir will be relying on the Matrox Multi cards to demonstrate their Broadcast Suite, including just:in and Live Cut for ingest, and just:live and just:play for timeline-based playback and real-time integration of multiple-format video and graphics.

### **About ToolsOnAir**

Based in Vienna, Austria, ToolsOnAir designs intuitive global workflow solutions to meet the time intensive demands of today's fast-paced video broadcast professionals. The company's acclaimed just: Broadcast Suite of powerful QuickTime-based applications delivers seamless integration of multi-format video, graphics, automation and asset management. For more information visit [www.toolsonair.com](http://www.toolsonair.com).

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