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FOR IMMEDIATE RELEASE

Blackmagic Design Releases Massive Software Update for all DeckLink Cards

New DeckLink v7.3 includes ProRes 4:4:4:4, RED easy setups, 1080p50/60 support and DeckLink Studio 2 for Windows and Mac OS X 10.6 support.

IBC 2009, Amsterdam, Netherlands - September 11, 2009 - Blackmagic Design today announced the immediate availability of DeckLink 7.3 with loads of features for the video professional. DeckLink 7.3 is a free update and available for download now to all DeckLink customers for Windows, Mac OS X 10.6 and now Linux.

DeckLink 7.3 will be demonstrated on the Blackmagic Design IBC 2009 stand located at #7.D08

Included in this software release is Media Express 2.0 public beta which is a major update with DPX support, playlists and an easy to use interface that's identical between Mac OS X, Windows and Linux platforms. Now Blackmagic Design's DeckLink cards can be plugged into either of these three computer platforms to allow a total solution for capture and playback of media.

Intensity and Multibrige installers have also been updated to include the new Media Express 2.0.

For customers using advanced 1080 progressive HD video standards, DeckLink 7.3 updates the software in the DeckLink HD Extreme 3 model with full support for 1080p50, 1080p59.94 and 1080p60. This works in both Dual Link 1.5 Gb/s HD-SDI as well as single link 3 Gb/s SDI. For monitoring, HDLink Pro models have also been updated to support the new progressive video formats, and this software update is available now.

DeckLink 7.3 for Mac OS X also supports more new features recently introduced in Final Cut Pro 7. These include support and easy setups for ProRes 4444 and RED workflow. DeckLink 7.3 for Windows includes support for Fusion x64 as well as performance improvements.

DeckLink 7.3 Mac OS X New Features

- Support for the new DeckLink Studio 2.
- Support for Mac OS X 10.6 Snow Leopard.
- Support for new Final Cut Studio 3.
- Adds new 1080p50/60 modes in Dual Link or 3Gb/s on DeckLink HD Extreme 3.
- Adds new Dual Link and 3Gb/s 2K film modes for DeckLink HD Extreme 3.
- Adds new 1080 RGB to YUV playback conversion on current DeckLink models.
- Adds new ProRes 4444 Final Cut Pro Easy Setups.
- Adds new RED Easy Setups for Final Cut Pro
- Includes new Media Express 2.0

DeckLink 7.3 Windows New Features

- Support for the new DeckLink Studio 2.
- Includes new Media Express 2.0.
- Adds new 1080p50/60 modes in Dual Link or 3Gb/s on DeckLink HD Extreme 3.
- Adds new Dual Link and 3Gb/s 2K film modes for DeckLink HD Extreme 3.
- Adds new 1080 RGB to YUV playback conversion on current DeckLink models.

DeckLink 7.3 Linux New Features

- Support for the new DeckLink Studio 2.
- Includes new Media Express 2.0.
- Adds new 1080p50/60 modes in Dual Link or 3Gb/s on DeckLink HD Extreme 3.
- Adds new Dual Link and 3Gb/s 2K film modes for DeckLink HD Extreme 3.
- Adds new 1080 RGB to YUV playback conversion on current DeckLink models.

Availability and Price

DeckLink 7.3 is available for download now free of charge from the Blackmagic Design website at www.blackmagic-design.com/support/software/. Linux users currently need to download the DeckLink SDK for the Linux version of drivers and Media Express 2.0 software.

Press Photography

Product photos of all Blackmagic Design products are available at www.blackmagic-design.com/press/images/.

About Blackmagic Design

Blackmagic Design creates the world's most advanced video editing products, color correctors, video converters, routers, waveform monitors and film restoration software for the feature film, post-production and television broadcast industries. Blackmagic Design's DeckLink capture cards launched a revolution in the television industry, while the company's converters, Videohub routers and UltraScope waveform monitoring continue to make advanced post production tools affordable to thousands of creative professionals. Blackmagic Design's DaVinci Emmy™ award winning color correction products have dominated the television industry since 1984 and continue ground breaking innovations including stereoscopic 3D and 4K workflows. Founded by world leading post production editors and engineers, Blackmagic Design has offices in the USA, UK, Japan, Singapore, and Australia. For more information, please check www.blackmagic-design.com.