PRESS RELEASE

Blackmagic Design integrates Fraunhofer IIS easyDCP software in postproduction suite DaVinci Resolve 10

Fraunhofer Institute for Integrated Circuits IIS and Blackmagic Design just announced their cooperation to enhance the post production software DaVinci Resolve at the NAB Show in Las Vegas. Plug-ins for the generation and play-out of digital cinema packages (DCP) – well-known from the easyDCP software developed by Fraunhofer scientists – will be available for the next release of DaVinci Resolve 10. Blackmagic Design and Fraunhofer IIS will be presenting the solution on NAB at the Fraunhofer Alliance Digital Cinema booth, Center Hall (Bavarian Pavilion) C7843, and at Blackmagic Design, South Hall SL218.

LAS VEGAS – April 8, 2013 – Blackmagic Design, a world leader in digital TV and film technology, broadens its range of supported formats in the area creative video technology for professional TV and motion picture production by integrating the Fraunhofer IIS easyDCP software. With the DCP functions for the generation, play-out and encryption of digital cinema packages, post production houses can shortcut cumbersome procedures and create digital cinema packages instantly with DaVinci Resolve. Thanks to the KDM (key delivery message) generator of the Fraunhofer software even sensitive data for dailies can be created and encrypted so they can be activated for specific players and for predetermined play-out periods. In addition to saving time, these safety measures are of great advantage in the exchange process between production and post production.

"The integration of our easyDCP software allows DaVinci Resolve 10 to use DCPs as direct input format for post production and as alternative exchange format with highest image quality," explains Heiko Sparenberg, group manager Digital Cinema at Fraunhofer IIS. "We are very excited to be able to offer the integration with easyDCP so DaVinci Resolve 10 customers can generate secure DCPs throughout the production and post pipeline all the way to final project delivery", said Grant Petty, CEO, Blackmagic Design. "Because DaVinci Resolve 10 offers processing from the camera RAW file directly to the Digital Cinema Package files in the highest quality 32 bit float, there is simply no better quality possible for a cinema release master."

A demo version of the plugin will be available for the upcoming version of DaVinci Resolve 10. After the NAB Show the full version of the easyDCP plug-in for the Blackmagic software will be available for licensing via Richtwerk GmbH. Blackmagic Design and Fraunhofer IIS will be presenting the solution at the Fraunhofer Alliance

Digital Cinema booth, Center Hall (Bavarian Pavilion) C7843, and at Blackmagic Design, South Hall SL218.

About Fraunhofer IIS

Founded in 1985 the Fraunhofer Institute for Integrated Circuits IIS in Erlangen, today with more than 780 staff members, ranks first among the Fraunhofer institutes concerning headcount and revenues. As the main inventor of mp3 and universally credited with the co-development of AAC audio coding standard, Fraunhofer IIS has reached worldwide recognition. It provides research services on contract basis and technology licensing. The Fraunhofer IIS organization is part of Fraunhofer-Gesellschaft, based in Munich, Germany. Fraunhofer-Gesellschaft is Europe's largest applied research organization and is partly funded by the German government. With 22,000 employees worldwide, Fraunhofer-Gesellschaft is composed of 60 institutes conducting research in a broad range of research areas.

About Blackmagic Design

Blackmagic Design creates the world's highest quality video editing products, digital film cameras, color correctors, video converters, video monitoring, routers, live production switchers, disk recorders, 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 quality and affordability, while the company's Emmy™ award winning DaVinci color correction products have dominated the television and film industry since 1984. Blackmagic Design continues 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, United Kingdom, Japan, Singapore, and Australia. For more information, please check http://www.blackmagicdesign.com.

About DaVinci Resolve

Blackmagic Design's DaVinci Resolve is the world's highest performance on set, editing and color correction solution for Mac OS X, Windows and Linux computers. DaVinci Resolve supports more real time color correction than any other system because it's not limited by the performance of the computer it's running on. DaVinci Resolve eliminates this performance barrier because it's based on a cluster of high performance GPU cards, so all processing is always real time. DaVinci Resolve has the power of a true real time performance solution so handles complex color grades even when using dozens of primaries, secondaries, Power Windows™, multi point tracking, blurs, and more. DaVinci Resolve provides incredible performance in a low cost solution which can be easily upgraded by adding extra GPU's for supercomputer power to handle 4K resolutions, stereoscopic 3D and real time grading direct from raw camera files such as ARRI RAW, RED RAW and Sony RAW files which can be handled with ease.