



Pinnacle Liquid™ Broadcast Family version 6

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Scalability

The Pinnacle Liquid family of professional editing solutions scales to fit **the unique** needs and requirements of everybody from independent videographers to the world's largest broadcasters. Liquid is used in broadcast stations worldwide where customers require reliable, full-featured, plug and play networked editing solutions. Pinnacle Liquid combines ease of use, format flexibility, superior image quality and remarkable price performance all within one fully scalable product line. Pinnacle Liquid is the most integrated application on the market – combining truly professional editing tools with DVD authoring, titling, audio editing, compositing and a wealth of output options from tape through DVD to the web. With an ever expanding user base, Liquid is redefining the way editing is done everywhere.

Smart Technology with SmartEdit and SmartRT

Liquid offers the world's most advanced software for non-linear editing. Underneath the comprehensive editing toolset is Liquid's SmartRT technology. SmartRT is a format-independent real-time effects engine that harnesses the full power of your computer's on-board central processing unit(s) (CPU) and graphics processing unit (GPU) to perform 1,000's of amazing format independent broadcast quality 2D and 3D real-time effects. Moreover, Liquid's SmartEDIT technology lets users edit in the native capture and/or output format. SmartEDIT even supports MPEG-2 IBP, the format of choice for HDV, DVD and many servers. With SmartEDIT, users can actually mix and match codec types and HD/SD formats on the same timeline.

Network Editing Power

The Liquid family presents unique advantages to facilities looking for networked, tapeless workflow solutions. All Liquid editing products provide integrated support for shared media storage and a powerful set of tools to exchange media and project data with ingest stations, servers, and asset management solutions. Liquid features can be accessed across the entire product family and projects can be fully shared between multiple Liquid workstations using the Liquid Project Server.

What's New in Version 6? - Top Ten Features

1. True native uncompressed HD and HDV editing with SmartEDIT. High definition and standard definition editing including native MPEG IBP editing
2. Common SmartRT powered multi-stream format independent real-time effects across the entire product line
3. Highly accessible new user interface (Windows-standard menu bars and friendly import and export Wizards...)
4. New hardware HD-SDI I/O solutions
5. Increased codec support including MPEG I-frame, MPEG IBP (SD and HD) and uncompressed independently and/or all mixed together in the same timeline with DV powered by Liquid SmartEDIT
6. Improved audio: VST™ plug-ins, AC3 encoding, Audio TimeWarp
7. Added functionality and control with parameter-based Bezier keyframe compositing editor
8. Multicam with up to 16 different camera angles
9. Simplified backup and restoration of projects to and from any media including DVD
10. Studio project import and plug-in support

The Liquid Marketplace

	Broadcast	Call Letter/ Regional Broadcaster	Production & Post	Independent Production	Corporate/ Government Post
Target Characteristics	<ul style="list-style-type: none"> Large network based projects Integrated production environment News and magazine production focus Significant budgets 	<ul style="list-style-type: none"> News focus Small end to end networks Limited production work More limited budgets 	<ul style="list-style-type: none"> Reality shows, dramas, studio programs Fast turnaround Network based production integrated with playout More limited budgets 	<ul style="list-style-type: none"> Corporate, Government & Event Small productions Tight budgets 	<ul style="list-style-type: none"> Training and Commercial focus Standalone or small networks Varied budgets
Target Features for Specific Market	<ul style="list-style-type: none"> Networked editing solution with ingest and playout workflow Multicam for production Integrated audio for faster workflow Shared projects XML Project I/O and MXF for interoperability 	<ul style="list-style-type: none"> Small networks of software seats with one or two hardware seats for economic production Network in a box with PS100 News editing features Easy and intuitive interface minimizes learning curve 	<ul style="list-style-type: none"> HD editing opens new markets Real-time power gives greater creative freedom DVD authoring saves time and money Offers required broadcast-quality toolset and effects MXF output for playout Multicam support 	<ul style="list-style-type: none"> HD editing opens new markets Real-time power allows for quick turnaround on multiple creative directions Template-based editing and DVD authoring for consistent corporate look and feel Create once and publish to tape, web and DVD 	<ul style="list-style-type: none"> HD editing provides high quality material for trade shows and commercials Real-time power allows for quick turnaround on multiple creative directions Template-based editing and DVD authoring for consistent corporate look and feel Create once and publish to tape, web and DVD
Sales Channel	<ul style="list-style-type: none"> Direct sales and broadcast channel 	<ul style="list-style-type: none"> Direct sales and broadcast channel 	<ul style="list-style-type: none"> Professional VAR channel 	<ul style="list-style-type: none"> Professional VAR channel 	<ul style="list-style-type: none"> Professional VAR channel
Positioning	<ul style="list-style-type: none"> Leader of professional open editors Most advanced network and interoperability features Innovative editing solution 	<ul style="list-style-type: none"> Leader of professional open editors Simple and affordable networked editing solution Editing features focused on news, established with news references 	<ul style="list-style-type: none"> Powerful HD editing solutions Simple and affordable networked editing solutions Advanced audio, DVD and compositing 	<ul style="list-style-type: none"> Powerful HD editing solutions Most affordable professional solution on the PC Advanced feature set Innovative editing solution 	<ul style="list-style-type: none"> Powerful HD editing solutions Most affordable professional solution on the PC Advanced feature set

Liquid is Liquid is Liquid

Liquid is the key to the Pinnacle broadcast editing solutions. Liquid software and workflow is the same regardless of which configuration is purchased. The differences between the basic software, the Liquid chrome HD configuration and the Liquid blue configuration is I/O and hardware codec support. If you keep this in mind it will be easy for you to communicate with the customer.

Liquid Top Ten

- 1. Full SD and HD support, powered by SmartEDIT, across the entire new product family**
 - Multiple timelines with different formats can be supported in the same project
 - Multiple codecs can be mixed and matched within a single timeline
 - Multiple resolution clips can be mixed and matched within a single timeline, with optional automatic scaling and time stretch on audio and video. HD can be placed on SD timelines, SD on HD, NTSC on PAL, PAL on NTSC and much, much, more
 - Native HDV and MPEG-2 IBP editing
 - Different formats can be chosen and captured in real-time from the same unique I/O (e.g. capture MPEG-2 I-Frame, MPEG-2 IBP or uncompressed from the same Component Input option)
- 2. Most powerful real-time effects in the industry with 1,000s of SD and HD effects powered by SmartRT**
 - Software based real-time effects, fully portable between desktop and laptop systems with up to 10+ layers of DV or 3+ layers of HD
 - SmartRT powered real-time effects work with all supported codecs and formats as well as mixed formats and resolutions in the same timeline
- 3. Most integrated solution in the market with editing, compositing, effects, professional audio tools, titling, DVD authoring, publishing and all in one affordable and scalable application**
 - No need to learn multiple different applications and their unique user interfaces
 - Do not need to break the creative rhythm by going in and out of different applications
 - Do not have to fork out incremental costs for each application
 - Don't have to worry about conflicts between multiple applications
- 4. Most powerful broadcast effects**
 - CX color correction
 - Dynamic TimeWarp
 - Regional Blur and Mosaic
 - New and improved granular keyframing UI for compositing and effects, and much more

5. Most powerful networking

- Optimized file I/O for NAS and SAN
- Shared projects with shared bins and sequences
- XFind for network-wide clip search
- Instant messaging between users in shared projects
- MXF support and XML metadata exchange
- XSend and XReceive plug-in interfaces
- Support for Panasonic P2 and Sony XDCAM devices

6. Advanced Multicam support with up to 16 cameras

- 4, 9 or 16 camera views and with real-time playback for 4+ cameras
- Ganged source and record monitors
- Multicam synced clips with easy re-editing at any point

7. Advanced audio editing

- Surround sound
- VST plug-in support
- Audio TimeWarp
- AC3 encoding (Virtual Surround – 2 channels, Dolby® Digital 5.1)
- Track Effects
- Direct XSend call for Steinberg™ WaveLab with multiple audio clips and waveform updates in Liquid

8. Advanced DVD authoring with integrated burning

- Menu authoring tool with buttons, motion menus and interactivity
- DVD preview
- Integrated encoding and burning
- Over 40 templates are provided to get you started
- Liquid SmartEDIT's native MPEG-2 IBP editing reduces the need for time-consuming renders at the output stage

9. Background processing when and if needed so as not to waste time waiting for rendering

10. InstantSave so you never lose your work

Liquid Version 6 Product Mix

Liquid Broadcast NLE Software - €1,995 Simply Powerful

Product Description

Liquid Broadcast is the powerful upgrade to Liquid Edition PRO that adds the software features required for broadcast operations. It includes all the standard features of the Liquid Edition software as well as the all new plug and play USB-2 based hardware breakout box of Liquid Edition PRO. It adds support for MXF, MPEG-2 4:2:2, XML project export, advanced networking features, Sony XDCAM, Panasonic P2, and TitleDeko™ PRO.

Liquid chrome HD Configuration Turnkey - €17,995 Real-time SD/HD Broadcast Editor

Product Description

Liquid chrome HD is the successor to the award winning Liquid chrome product. Liquid chrome HD is a hardware/software package that offers all of the broadcast quality SD and HD I/O options, including HD-SDI I/O, to complement the native FireWire® support. With Liquid chrome HD, you can seamlessly connect to a variety of professional breakout boxes as well as output SD and HD to tape simultaneously.

Liquid blue Configuration Turnkey - €29,995 All Format Broadcast Editor

Product Description

Liquid blue is Pinnacle's advanced broadcast editor that works in demanding environments and offers such unique features as multi-speed SDTI capture, background capture and DVCPRO50 and Sony IMX capture support. With version 6, Liquid blue will also offer advanced real-time effects powered by Liquid SmartRT.

Pricing of, and Upgrading to, Liquid Version 6

		Liquid Edition	Liquid Edition Pro	Liquid Broadcast				
				Software/ BoB only	Basic System Turnkey	Liquid chrome HD Configuration *	Liquid blue Configuration	Liquid blue Configuration **
			V6.0	V 6.0	V 6.0	V 6.0	V 5.6	V 6.0
				102410200 Eng 102410201 FR 102410202 DE		103700015 (main Turnkey) 103700100 (Boardset) + 102600300 Eng 102600301 FR 102600302 DE	402900047 (main turnkey) 402900048 DE 402900049 Eng 102610103 FR	102600006 (main turnkey)
MSRP		€430	€860	€1,995	€9,995	€17,995 (without BoB)	€29,995	€29,995
Upgrade from....	Part #							
Liquid Edition/ Liquid purple****	102000504	€170	€605	€1,570	No	No	No	No
Liquid Edition Pro	102000500	No	€800	€1,140	No	No	No	No
Liquid Edition Broadcast 5.x	102000503	No	No	€605	No	No	No	No
CineWave / Targa 3000 / Liquid Silver****	103700102	No	No	No	No	****€4,995	No	No
Liquid chrome	103700101	No	No	No	No	*€1,995	No	No
Liquid blue	102610510	No	No	No	No	No	No	**€1,495

+ Please check our website for the most recent list of certified systems and compatible components. At the publishing of this document the only certified system which supports HD and SD is the HP XW8200 as is configured on the Liquid chrome HD turnkey.

* Must have minimum system requirements for Liquid chrome HD.

** Must have minimum system requirements for Liquid blue V.6

*** Includes the Pro Digital Plus Breakout Box Part# 136730010

**** When upgrading from Liquid purple or Liquid silver order must include purple or silver software dongle as well as the appropriate PCI card (silver – CODEC boards, purple – DV I/O)

Note: When purchasing a Boardset-only through upgrade or single purchase please note the following criteria:

1. If you intend to work in HD, or 1080i HDV, the only Pinnacle supported platform at this time is the HP XW8200 workstation.
2. If you intend to work in SD or 720p HDV, most higher end workstations (Dual 2.2 GHZ, with high end 4X AGP, DirectX® 9 compatible graphics card) should perform well. However, only those workstations and configurations on the Pinnacle Liquid chrome HD certified workstation list are supported. Pinnacle can not guarantee full intended system performance on any computer but the HP XW8200.
3. For updates on supported configurations and workstations please visit our website.

When purchasing a Boardset-only the warranty period is 12 months.

Option Pricing

	Liquid Broadcast				
	Software/ BoB only	Basic System Turnkey	Liquid chrome HD Configuration *	Liquid blue Configuration	Liquid blue Configuration * *
	V 6.0	V 6.0	V 6.0	V 5.6	V 6.0
	102410200 Eng 102410201 FR 102410202 DE		103700015 (main Turnkey) 103700100 (Boardset) 102600300 Eng 102600301 FR 102600302 DE	402900047 (main turnkey) 402900048 DE 402900049 Eng 102610103 FR	102600006 (main turnkey)
MSRP	€1,999	€9,999	€17,995 (without BoB)	€29,995	€29,995
Option					
IMX Option software codec	N/A	€1,995(a) P#102410210	€1,995(a) P#102410210	€1,995(b) P#402682017	€1,995(b) P#102410210
Pro Digital Plus Breakout Box	N/A	N/A	€1,995 P# 136730010	N/A	N/A
Pro Digital & Analog Breakout Box	N/A	N/A	€4,995 P# 136740000	N/A	N/A
Pro HD Breakout Box	N/A	N/A	€4,995 P# 136750002	N/A	N/A
chrome HD Breakout Box	N/A	N/A	€7,995 P#136780000	N/A	N/A
DVCPR050 Hardware codec	N/A	N/A	N/A	€3,995(b) P#402682024	€3,995(b) P#402682024

- + Please check our website for the most recent list of certified systems and compatible components. At the publishing of this document the only certified system which supports HD and SD is the HP XW8200 as is configured on the Liquid chrome HD turnkey.
- * Must have minimum system requirements for Liquid chrome HD.
- ** Must have minimum system requirements for Liquid blue V.6
 - (a) Render and Fuse supported only
 - (b) Capture, Render and Fuse supported

Liquid chrome HD Breakout Box Options

Liquid chrome HD comes with two Digital Tether ports. These are the ports that connect the PCI card to the professional breakout boxes. Where Liquid chrome could support a single breakout box, Liquid chrome HD can support two at one time, so that typically an SD breakout box would be connected to one port, and an HD to the other. Three breakout boxes will be offered for use with Liquid chrome HD (Note: All systems must have at least one standard definition breakout box connected at all times):

- Pro Digital Plus breakout box: This is for standard definition customers looking for a SDI only solution with digital audio.



- Pro D & A breakout box: This is for standard definition customers looking for SDI plus high quality digital and analog component interfaces, as well as digital and analog audio.



- Pro HD breakout box: This is for high definition customers looking for HD SDI I/O.



- Liquid chrome HD breakout box: This breakout box has everything you need built right in with combined functionality of the Pro Digital BoB, HD BoB and Pro D & A BoB.



Liquid Editing and Capture I/O Support Table

	Basic System	Liquid chrome HD Option*	Liquid blue Option*
Liquid Software Version			
	6.1	6.1	6.1
Codec Support for Editing			
Codec type	Software	Software	Hardware
DV25/DVCPRO25	Yes	Yes	Yes
MPEG-2 4:2:0 I/IBP	Yes	Yes	Yes
MPEG-2 4:2:2 I/IBP	Yes	Yes	Yes
Uncompressed SD	Yes	Yes	Yes
Uncompressed HD	Yes	Yes	No
MXF OP1a, OP1b	Yes	Yes	Yes
DVCPRO50	Yes	Yes	Yes
HDV	Yes	Yes	No
MPEG-2 IMX editing	Optional	Optional	Optional
Codec Support for Real-time Capture			
DV25/DVCPRO25	Yes	Yes	Yes
MPEG-2 4:2:0 I/IBP	Yes	Yes	Yes
MPEG-2 4:2:2 I/IBP	No	Yes	Yes
Uncompressed SD	Yes	Yes	Yes
Uncompressed HD	No	Yes	No
MXF	No	Yes	Yes
HDV	Yes - Through 1394	Yes - Through 1394	No
Hardware I/O Connections			
1394/DV/HDV	Yes (with on-board 1394)	Yes (with on-board 1394)	Yes (with on-board 1394)
Composite	Yes	Yes	Yes
S-Video	Yes	Yes	Yes
Component	Yes	Yes (10 bit)	No
P2/XDCAM	Yes	Yes	Yes
Stereo Out	Yes	Yes	Yes
Surround Out	Yes	Yes	No
S/PDIF	Yes	Yes	No
AES Audio	No	Yes	Yes
SDI	No	Yes	Yes
SDTI	No	No	Yes
HD-SDI	No	Yes	No
Genlock	No	Yes	Yes

*Note: Liquid chrome and blue options can not be installed in the same workstation

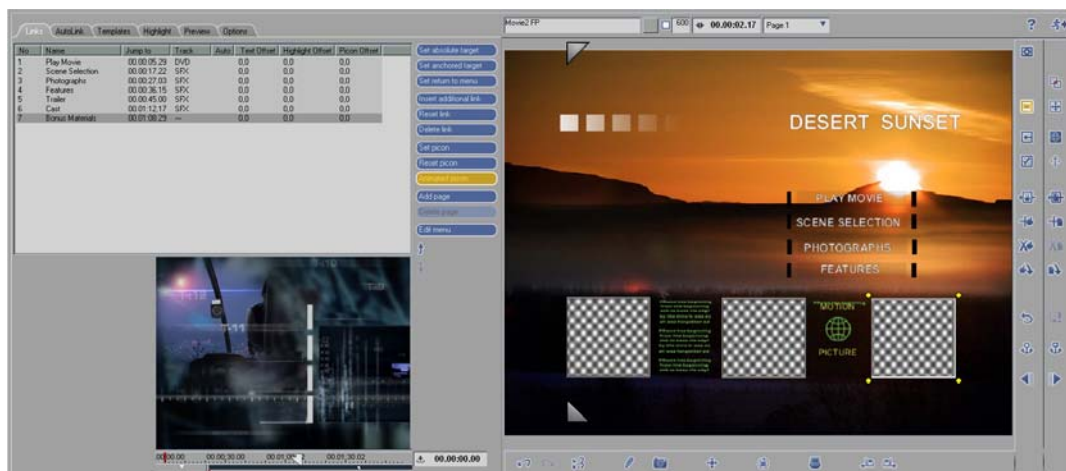
Version 6 Key Features

HD Editing Everywhere

Pinnacle Liquid shatters the barrier to HD with integrated and truly affordable HD support across the entire product line. All Liquid projects are resolution independent and can contain multiple timelines from NTSC and PAL to HD at 720p and 1080i. Furthermore, each timeline can include multiple formats. Every Liquid product supports full HDV native editing with plug and play HDV I/O over off-the-shelf FireWire (IEEE 1394) support. Liquid SmartEDIT's unique native MPEG-2 IBP editing support provides HDV editing without the needless time-consuming and damaging transcoding required by others. And, Liquid's SmartRT harvests the inherent resources of off-the-shelf hardware to power through the most complicated multi-layered HD effects in real-time. For more advanced users, the all new Liquid chrome HD product provides HD-SDI I/O to complement the IEEE 1394 HDV support so that users can capture and record back from any professional broadcast HD deck.

Integrated DVD Authoring

Pinnacle Liquid offers unique integrated DVD authoring. Editors can create movie titles, chapter points and interactivity directly in the editing timeline. Menus can either be authored in the application, or chosen from dozens of easy to use templates. Why wait for lengthy rendering times when with Liquid, previewing the full DVD interactivity is always instantly available. Also, avoid long delays during the final encoding stage with Liquid SmartEDIT's support for native MPEG-2 IBP editing. Lastly, Liquid's integrated burning capabilities mean that users can directly burn to DVD/VCD/S-VCDs without ever leaving the application.

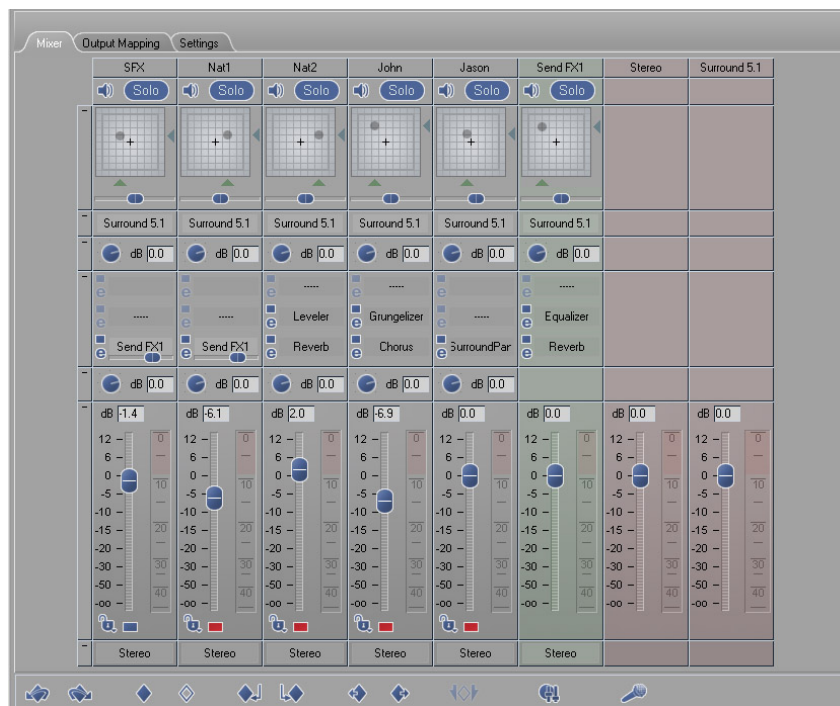


Open Networking

Pinnacle Liquid is built for open networking from the ground up. Liquid's file I/O is optimized for efficient performance on both NAS and SAN network architectures. Liquid's media management allows multiple Liquid workstations to work off of the same network storage array, and Liquid's unique project structure allows projects to be stored on a networked drive and fully shared. Users sharing projects can even send SMS messages to each other to aid in group collaboration. Liquid offers XFind – a built-in function that allows for fast and efficient network wide clip searches from any workstation.

Professional Integrated Audio Tools

Liquid's new Steinberg-inspired advanced audio engine offers a wealth of features for advanced audio editing. The audio mixer offers features such as integrated surround sound authoring, send busses, VST plug-in support, audio TimeWarp and advanced mixing capabilities. Now, editors can seamlessly edit audio and add top-level effects with the industry-leading audio tools without ever having to leave Liquid.



Comprehensive Panasonic P2 and Sony XDCAM Support

Features of P2 Integration

- Transfer speeds are approximately 3 times faster than real-time
- Spanned clips can be imported as a container
- Support for native MXF DV25 editing on disk with Liquid version 6
- Support for DV50 on Liquid blue
- Can edit directly on a P2 card

Features of XDCAM Integration

- Transfer speed approximately 2 times on MPEG-2 and 4 times for DV25 over Gigabit Ethernet
- Both FTP over GigE and direct attach over IEEE 1394 interfaces
- Ability to browse video on disk, mark in and out and then import marked sections
- eVTR XReceive automatically launches Sony FTP application

Why to Buy....

Liquid Broadcast Simply Powerful

Liquid Broadcast is the powerful upgrade to Liquid Edition PRO that adds the software features required for broadcast operations. It includes all the standard features of the Liquid Edition software as well as the all new plug and play USB-2 based hardware breakout box of Liquid Edition PRO. It adds support for MXF, MPEG-2 4:2:2, XML project export, advanced networking features, Sony XDCAM, Panasonic P2, and TitleDeko PRO.

Key Reasons to Buy Liquid Edition Broadcast

- All of the advanced features of Liquid Edition version 6
- Affordable entry point into the Liquid Broadcast Family of product
- Most advanced industry interoperability
 - Full MXF support for both MPEG-2 and DV
 - Integrated Sony XDCAM and Panasonic P2 support
 - XML based project import and export
- Most advanced networking features
 - Shared media and projects
 - Ideal software editor to work with a network of Liquid blues, Liquid chrome HD or Liquid chromes
 - Network clip database with XFind
 - Workgroup collaboration available through integrated intercommunications

When to Offer

Customer meets one or more of the following requirements:

- Network solution with other Liquid editors
- Solution requiring interoperability with MXF playout
- Solution requiring interoperability with Panasonic P2 or Sony XDCAM
- Solution requiring or wanting a comprehensive Pinnacle Broadcast support contract

Liquid chrome HD Configuration

Real-time SD/HD Broadcast Editor

Key Reasons to Buy Liquid chrome HD

- All of the advanced features of Liquid Broadcast
- Full range of SD I/O options from Composite to Component to SDI
- Broadcast HD support with HD SDI I/O
- Advanced audio I/O including analog surround output and AES/EBU
- Supports all Liquid chrome and TARGA 3K breakout boxes
- Always has active simultaneous SD and HD outputs

Upgrading to the Liquid chrome HD Configuration

Liquid chrome HD is the version 6 Path for Liquid chrome and Liquid silver Users

- Liquid chrome HD version 6 is designed as a simple and affordable upgrade path for Liquid silver and Liquid chrome version 5 customers
- Liquid version 6 software benefits
 - Powerful SmartRT real-time effects
 - The freedom of native multi-format editing provided by SmartEDIT
 - Advanced audio engine
 - Multicam
- Professional hardware that supports HD as well as SD
- Extremely affordable upgrade pricing
- Liquid chrome customers can use existing breakout boxes. They only need to make a simple PCI card exchange

Key Reasons for CinéWave Customers to Upgrade to Liquid chrome HD

- Take advantage of the most powerful PC based professional editing software
- Move to the PC with no new video hardware investment
- Gain support for HDV and MPEG-2 IBP and I-Frame formats
- Add DVD authoring right to the editing timeline
- Benefit from native network support
- Gain background rendering
- Feel the power of SmartRT
- Profit from SmartEDIT

When to Offer

- Customer is looking for professional connectivity: SD-SDI, HD-SDI, AES Audio
- Customer requires an uncompressed HD workflow

Liquid blue Configuration

All Format Broadcast Editor

Liquid blue is Pinnacle's advanced broadcast editor that works in demanding environments and offers such unique features as multi-speed SDTI capture, background capture and DVCPRO50 support. Liquid blue version 6 will also offer advanced real-time effects powered by Liquid SmartRT.

Key Reasons to Buy Liquid blue

- All the advanced features of Liquid Broadcast
- Complete Vortex Networked News integration (v5.6)
- SDTI input/output for x4 capture from DVCAM and x2 capture from MPEG IMX decks
- All format support including MPEG IMX and DVCPRO50 real-time capture

Key Reasons for Liquid blue Customers to Upgrade to Liquid blue version 6

- Advanced SmartRT powered real-time effects
- Advanced Steinberg inspired audio engine
- Multicam support

When to Offer

- Vortex customers looking for a craft editor with SDI connectivity
- Customers looking for DVCPRO50 support
- Customers looking for SDTI connectivity

Liquid Network Solutions

Pinnacle Liquid is the ideal solution for networked production for the following reasons:

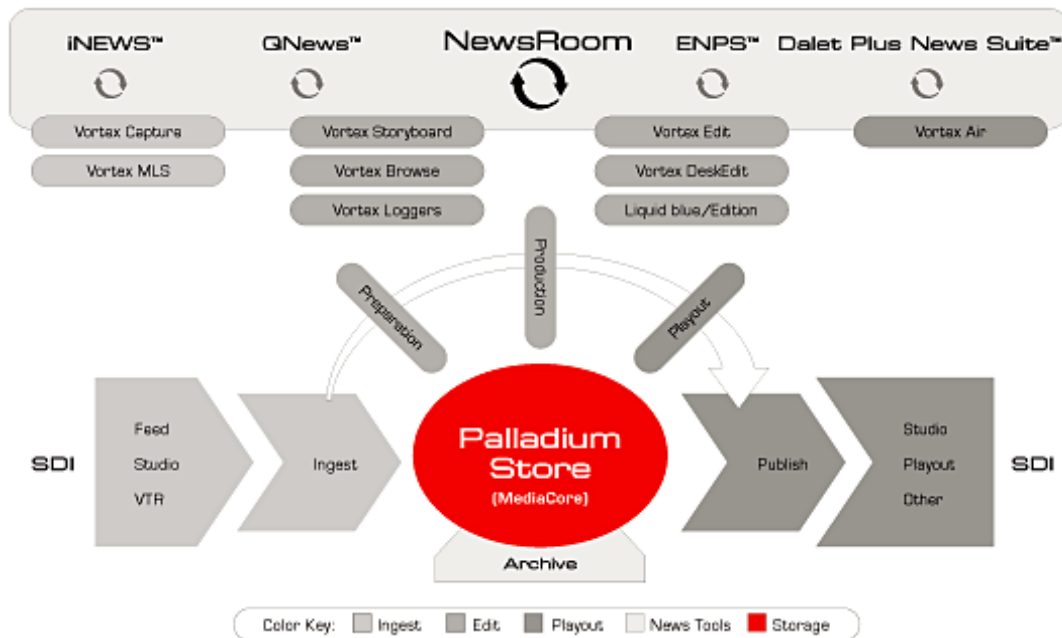
- Most open professional editor on the market
- Optimized file I/O for both NAS and SAN architectures
- Shared media management
- Shared project support including shared bins and sequences
- Inter-user intercom – collaborate within a workgroup
- XFind – quickly find any clip on the network
- MXF file support
- XML metadata interchange

Liquid provides customers with full systems solutions to a number of important production challenges including:

- **Networked News production with Liquid and Vortex Networked News**
End to End news production from ingest to edit to playout with newsroom automation
- **Promo production for regional and national production with Liquid and MediaStream**
Shared production and automated playout
- **Conformance editing for playout centers with Liquid and MediaStream**
Trim, adapt and repurpose long form content
- **Entertainment Production with Liquid and MediaStream**
Ingest and Fast turnaround production for reality/entertainment programming with shared editing and integrated playout

Vortex Networked News

Liquid is an integral part of Vortex Networked News, Pinnacle's end-to-end solution for News customers. Liquid blue version 5.6 and Liquid Edition version 5.6 are both fully qualified as part of a total news workflow with Vortex. For more details, please consult the Pinnacle Vortex documentation.

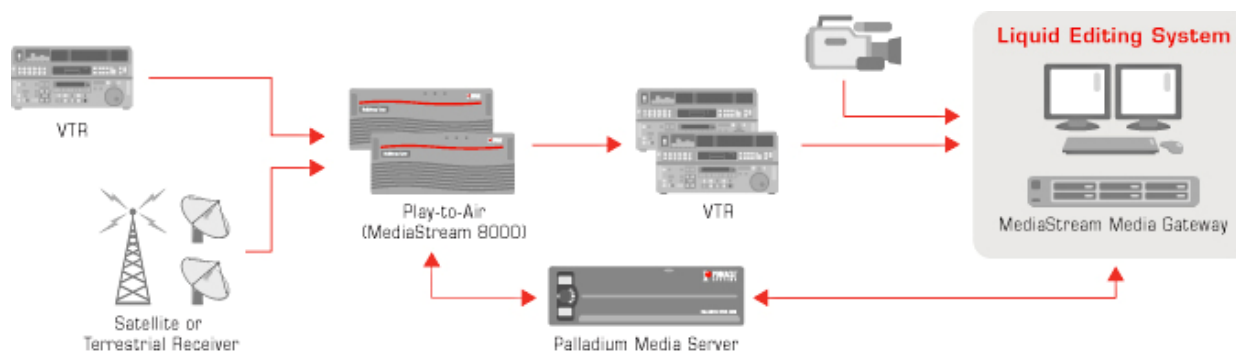


Small Networked News Solutions

Liquid can be used in both MXF DV25 and I-frame 50 in a small broadcast editing environment using the Palladium Store 100 (PS100) along with the ThunderMX video production server. In combination this configuration leverages Pinnacle's market leadership in on-air graphics with Thunder and Deko products. In this configuration up to 8 Liquid editing clients can capture, edit and XSend productions to the ThunderMX. Once the Thunder receives these clips they are entered into the database and ready to playout.

Production and Playout with MediaStream

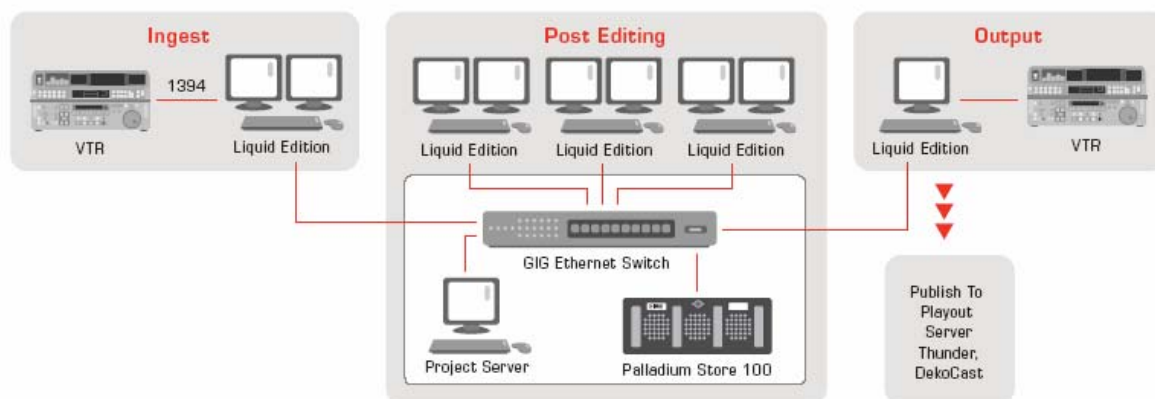
Multiple Liquid editors can be combined in a single shared production environment. Ingest is either through Liquid, or through MediaStream with MXF transfer via the MediaStream Media Gateway. Editing is performed in either MXF I-frame MPEG, or MXF IBP MPEG, with playout happening through MediaStream. For more information on this solution, please consult the separate sales sheet.



Shared Storage Solutions

For small workgroups, Pinnacle can offer the Palladium Store 100:

- 2 TB protected RAID 10 storage (140 hours DV)
- Plug and Play GigE connectivity
- Integrated Project Server
- Pinnacle MAS bandwidth management



For larger workgroups, Liquid has been qualified to operate on larger SAN and NAS solutions from major industry players such as SGI® and IBM®. Pinnacle maintains close collaboration with these two companies including certification labs and joint development and marketing efforts. For more information on these solutions, please consult your sales manager.

References

Pinnacle Liquid is established in major broadcast accounts worldwide and is rapidly becoming the solution to beat with more than 100,000 seats sold.

See Who is Using Liquid

Broadcast	Production & Post	Corporate/ Government
<ul style="list-style-type: none"> ▪ CNN ▪ SWR ▪ TF1 ▪ MTV Europe ▪ BBC ▪ RTL ▪ ORF ▪ Danish Radio ▪ Southern Cross ▪ WVUE ▪ KVII ▪ KRIS ▪ KMPH 	<ul style="list-style-type: none"> ▪ NBA Entertainment ▪ Miami Heat ▪ Indiana Pacers ▪ Leo Burnett ▪ Arizona Cardinals ▪ MCS ▪ TKO ▪ Lifetouch ▪ Canterbury Park 	<ul style="list-style-type: none"> ▪ Toyota ▪ Pennsylvania State Senate ▪ West Yorkshire Police ▪ Hyundai Motors ▪ Scottish Media Group ▪ Bureau of Land Management ▪ US Geological Survey ▪ ND Health Dept

Liquid in the News

“I guess saying that I am thrilled with Liquid chrome would be an understatement. I mean really, I already knew that I loved the software component, and merely wished for some basic real-time bells and whistles. What I got is more than that!”

Tor Rolf Seemann, *Post Magazine*

“Liquid blue’s media management worked very reliably, in spite of the enormous quantities of data. The great variety of tools and functions are really a help in projects of this magnitude.”

Peter Dohr, *Chief Editor, Novalis, Volkswagen Tuareg Commercial*

“In 30 days’ time we changed the entire look of the station... We couldn’t have done that on another system. The advantages of what Pinnacle Liquid had, how efficient it is, how fast it is – we could never have gotten the station off the ground so fast with any other product. We would have been in rendering hell.”

Brian Cisek and Joe Mustacchi, *AZTV, Arizona*

“On my last project, I had 74 hours of shoot tapes, and an additional 50 hours of B-roll for a total of 124 hours. It was a huge amount of footage. Liquid did great, we were able to put huge amounts of data on there and easily maneuver through it... I love the interface, the way it’s laid out, the design of it. It takes what I like best about Avid and Edit and combines them. I find it intuitive to use, and the real time rendering is great.”

Kendall Harnett, *Documentary Film Maker, Cinematex Productions*

Competitive Information

Liquid vs. Avid

Native HDV Editing with SmartEDIT

Edit in the format of your tape or output. Avid requires a transcode before editing to their I-frame only format while with Liquid you can edit natively in MPEG-2 IBP (Long GOP).

Industry's Best Real-time Performance

More than ten layers of DV playback. True multi-stream real-time software effects in HD with 1,000's of effect options. Avid only can offer this level of layering at preview quality with a very limited selection of real-time effects.

Never Wait to Render with Background Rendering

Even for the toughest tasks, you will never need to watch a render bar in Liquid with background rendering. On an Avid, the render bar just keeps popping up.

Author DVDs Right in the Timeline

Avid sends you rendering out of your timeline and then to a 3rd party application for authoring.

Stop Moving Windows About

Unlike Avid, Liquid's ergonomic design is adjusted to the tasks at hand and never forces you to keep moving windows in and out of the way.

Never Lose Your Work with InstantSave

All computers fail from time to time, usually at the worst moments. At least with Liquid, you can be reassured that everything up to your last key pressed was instantly saved, including maintaining the full undo palette history. Too bad for the Avid operator who has to go back to the last archived version, which of course preceded the most recent edit by quite a bit of time.

Experiment to Your Hearts Delight with the Storyboard Feature

The early part of an edit is often the most creative part and you don't necessarily want to be tied down with a timeline as you research material and play with ideas. Liquid's unique desktop storyboard helps you do this. Avid has no equivalent.

Most Advanced CX Color Correction

Liquid's renowned CX Color Correction provides not only RGB but also secondary selective color correction, multiple integrated vectorscopes and 3 point color balancing. Avid's equivalent is simply no match with its primary color correction and 1 point balancing.

Most Advanced Timeline

Editors might be surprised, but Liquid's editing timeline is significantly more flexible and advanced than Avid's. It has direct timeline trimming, assignable tracks, matte tracks, advanced synching and much more.

Native MXF Support

No import/export model here as Avid proposes.

Get the Feel of the Material with the Jog/Shuttle

Liquid's tactile jog/shuttle makes moving through the material the experience it should be – accurate, fast and tactile, matched with great analog audio scrub. Avid has no equivalent.

Open System

Avid is still offering the industry proprietary codecs, difficult file interchange and forcing customers to go to avid storage and asset management software. Pinnacle offers the customer the choice of building their own affordable custom solution that fits their requirements.

Oh – and Price...

At every part of the family, Liquid offers better value for money.

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