

FOR IMMEDIATE RELEASE

FOR FURTHER INFORMATION CONTACT:
Tracey Ruesch 1-800-782-2321
truesch@adrielec.com
Las Vegas, Nevada

The 1% Solution to Saving Video Production Dollars

With video producers working to keep up with the growing expense of new equipment, it is good to find a piece of equipment that is small in size and low in price yet delivers great value.

The new AEC-uBox-2 from Adrienne Electronics Corporation (www.adrielec.com) was introduced at NAB last April. It is a great production tool that lets the video producer integrate live LTC Time Code into his HD or SD workflow. It allows capture of live LTC Time Code in conjunction with the capture of SDI uncompressed video, straight into Final Cut Pro/Studio® or Adobe® Premier from the camera. It's like adding an LTC input plug to your KONA® or DeckLink® card. This one feature alone will save time and money while bringing convenience back into your production day.

"It is the 1% solution", says Tracey Ruesch, President of Adrienne Electronics, "you can do the same thing with your Mac or PC for about 1% of the cost that a digital BetaCam VTR would cost, and do it uncompressed."

You can synchronize your on-set or live Video Capture to the rest of your work using the AEC-uBox-2, and you won't have to wait for your video tape to be captured into your computer. "This alone can save not only valuable time, but also bypass some very expensive HD video tape decks," Ruesch adds.

The new AEC-uBox-2 replaces the older AEC-Box2 models which have been around for many years, but in a small pocket size unit. The same input/output functions are supported, and the price is lower, selling for \$395.00.

The new AEC-uBox-2 supports both RS-422 and RS 232 communications in each unit. The cable connection determines which is used.

The biggest advantage in multi-camera operations is the AEC-uBox-2 provides the recording of the matched time code from all camera captures. Ruesch says, "We have customers that do this to handle/record more than 10 simultaneous live SDI feeds, each with the same time code tags. No additional time to ingest from tape, no expensive VTR, and no tape!" The AEC-uBox-2 unit is currently being used by motion picture and television production companies to save time, which is money. This is just what many Apple Final Cut Pro users have been looking for to enable a cost effective method of getting accurate matched time code when performing a live camera(s) or direct "capture now".

In short, the AEC-uBox-2 acts as a virtual VTR, providing the live time code instead of the "off-tape" time code that a VTR usually provides. This unit works similarly with PC based systems like Adobe® Premiere with an Avid Media Composer / Xpress / Mojo or AJA XENA™ Card.

For expert's views using Final Cut Pro and for complete specifications, see www.adrielec.com or phone 1-800-782-2321.

#

#

#

EDITOR: High Res photos available at www.Adrielec.com/Newsroom.htm

Adrienne Electronics, over the past 21 years, has become a world leading company in the design and manufacture of time code related peripherals. These products are integrated by a large number of broadcast equipment manufacturers on an OEM basis in station automation, closed captioning, switcher and video server systems. Other customers are small companies or end users working on smaller volume or custom projects.