



## Press Release

See Calibre at ISE 2010, Stand IG99

**Media Contact:**

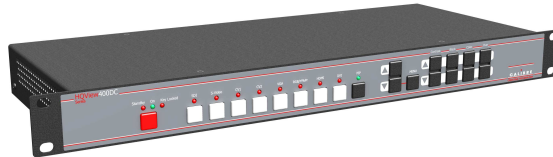
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**For Immediate Release**

## Calibre brings alternate content processing to the mainstream

*New HQView-400DC Alternate Content processor for digital cinema to debut at ISE 2010*

Stand IG99, Integrated Systems Europe 2010, Amsterdam RAI – Calibre is delighted to be giving a global tradeshow debut to its HQView-400DC alternate content scaler-switcher at ISE 2010 in Amsterdam.



The latest addition to the company's new range of HQView™ processors, the 400DC alternate content processor has been designed to offer stunning image quality from a range of consumer and professional AV sources, with flexible connectivity and a compact 1U form factor.

Specially optimized for use with SonyCineAlta SRX-320, SRX-210 and SRX-220 digital cinema projectors, the HQView-400DC alternate content processor can be used as both a routing switcher and a universal interface. Its range of inputs includes HD-SDI/SD-SDI, HDMI 1.3, DVI, VGA, component YPbPr/RGBS, composite and S-Video, with signal compatibility up to 1080p and WUXGA resolutions and built in web browser remote-control.

"Calibre created the HQView-400DC as a lower-cost alternative to our PVProHD-DC alternate content processor," comments Tim Brooksbank, Chairman of Calibre. "It answers the need for processing of alternate content to bring it up to near-HD image quality and full compatibility with Sony CineAlta products, at an affordable price point. We believe it will be especially popular with compact movie theatres that have smaller screen sizes, as well as multi-purpose venues at which movies are only one component in the range of entertainment on offer."

Like all products in the HQView range, the 400DC alternate content processor combines the power of Reon™ video processing from IDT with state-of-the-art HQV™ algorithms and expertly designed hardware and firmware from Calibre. It offers motion-adaptive, per-pixel video de-interlacing of both SD and HD signals, thereby reducing image flicker and related artefacts. Images are processed with 12-bit accuracy and there is a choice of best-picture and low-latency modes.

"The HQView-400DC alternate content processor is a perfect example of how our engineering team can tailor a product to meet the specific needs of an application," concludes Brooksbank. "We are proud to be offering this image-enhancing capability to a new market and delighted to be showing the product for the first time at ISE 2010."

*Calibre will be exhibiting in the UK Pavilion on Stand IG99 at ISE 2010.*

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#### **About Calibre**

Calibre is highly respected worldwide as a specialist manufacturer of image processing technology with 21 years (1988-2009) of experience. Calibre continues to evolve its product range and make further technical advances in the broadcast, ProAV, aerospace, defence, medical and industrial markets through the innovative use of modern technology. Utilizing its own in-house hardware and software design teams for all product development including OEM programmes. "Creating technology today for tomorrow's world" ISE 2010 is the launch pad for the **NEW HQView** range.

For further information about this and other leading products please visit [www.calibreuk.com](http://www.calibreuk.com) or contact:

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