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The Visual Sounder

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HAPPY NEW YEAR!

The entire Visual Sound Company family wishes you and yours a Happy, Healthy and Prosperous NEW YEAR. Last year certainly had it's ups 'n downs, but we all hope you ended your 2002 with a terrific Holiday Season. As far as 2003 goes, we want to hit the ground running. As we mentioned in the last issue of THE VISUAL SOUNDER, we have completely updated our demo room with new cameras, lighting gear, tripods, and four new Non-linear edit systems to facilitate our new OPEN DEMO DAYS. To reserve a spot at one of our weekly demos, please call 800-523-7525.

Wednesdays, Non-Linear Systems:

10:00AM, Apple Final Cut Pro/Aurora IgniterRT. 11:30:AM, Canopus StormEdit/RES300. 2:00PM, Avid XPressDV/Laird Telemedia DVora. 3:30PM, Applied Magic Screenplay

Thursdays, Production Gear:

10:00AM - 12:00PM and 2:00PM - 4:00PM. These sessions will feature Cameras, Camcorders, Tripods, Monitors, VCR's, Lighting Gear, and accessories from Sony, Panasonic, JVC, Canon, Lowell, and many many others.

JVC GY-DV5000U Pro 3-CCD DV Camcorder

The GY-DV5000U is a high-performance Professional DV 3-CCD camcorder that boasts advanced features such as a 12-bit ADC (used only in broadcast cameras), with advanced 24-bit DSP for superior



image processing and unprecedented image control. More than just a successor to the GY-DV500U, the 5000 sets a new standard in versatility with its optional network connectivity, external light trigger, Standard/Mini-DV mechanism, 2.5-inch LCD Data/Video display, and more. **Newly developed Standard DV/Mini DV mechanism;** A new double tension tape transport utilizes a reel motor in addition to a capstan motor providing more running stability and precise handling. It can accommodate both standard and mini size



cassettes without an adapter. Designed to professional standards, this mechanism also facilitates high speed operation. Cueing is also faster and more accurate. There is a built-in active/mechanical low-noise head cleaner that automatically cleans the heads each time a tape is loaded. Up to 270 minutes (4 hrs. 36 min.) of high-quality 8-bit,

13.5 MHz 4:1:1(NTSC) DV component digital images can be recorded on a standard DV tape, while up to 60 minutes of recording is possible on MiniDV tapes. **High-quality PCM locked audio;** To complement the superior pictures, the GY-DV5000 offers outstanding digital PCM audio. 16-bit, 48-kHz audio signals are locked with video signals for smooth editing. You can choose from two 16-bit 48-kHz channels or



four 12-bit, 32-kHz channels with a dynamic range of more than 75 dB. Two XLR mic input connectors are provided. **Three 1/2-inch CCDs for high resolution;** To ensure the best possible image quality, the GY-DV5000U incorporates three 1/2" 410,000 (380,000 effective) pixel CCDs. Each CCD is equipped with highly advanced circuitry that virtually eliminates vertical smear when shooting bright lights against a dark background. Lag and image burn are also reduced to indiscernible levels. Camera resolution is

3-CCD

an impressive 800 TV lines. **F13 at 2000 lux;** The most sensitive camera ever! (F13 at 2000 lux) assures effortless shooting in extreme low light situations. This powerful feature increases creative flexibility

and simplifies lighting requirements. **Newly-developed 12-bit ADC and 24-bit DSP;** JVC has developed an advanced 12-bit processing system--previously found only in very high end broadcast cameras. The 12-bit ADC (analog to digital converter) directly inputs data to the DSP (digital signal processor,) thus eliminating any signal degradation that might otherwise arise from analog circuits. In addition, the advanced video processing brings out natural details--even in extremely bright scenes, greatly reduces noise, and provides color accuracy found only in the most expensive field production cameras. **1/2-inch industry standard bayonet lens mount;** The GY-DV5000 uses a standard professional 1/2-inch bayonet lens mount, making it compatible with the widest selection of broadcast and professional lenses. No adapters, no hidden costs. Just a smart way to tap the rich infrastructure of interchangeable professional lenses. **Color matrix;** A sophisticated six-axis color matrix circuit effectively compensates optics-related color reproduction to ensure more natural, true-to-life tones. Color matching adjustment with other manufacturers' products is also possible with 5 user selectable choices including a "Sony look." **Black stretch/black compress;**



Continued on page 3

Why Render Your Life Away??

With Sequel or ScreenPlay's real-time editing features you can instantly: Capture and edit professional quality video and audio. Add titles: outline, drop shadow, character extrusion & more. Add transitions: wipes, dissolves, page turns, reveals & more. Add special effects, including variable slow motions, fast forward/backward, letter box & more. Add color effects: B&W, posterize,



solarize, sepia tone & more.

Real-Time Transitions: ScreenPlay and Sequel let you view transitions instantly. Go instantly out to tape without rendering, without waiting! Real-time Color & Special Effects: All color and special effects

are truly real-time at a full 30-fields per sec. All effects can be instantly applied and output at 60 fields per sec. Real-Time Color Processing & White Balance: Instantly adjusts video color correction, contrast, brightness and saturation. The Auto White Balance feature will correct your mistakes at seemingly warp speed. Image Support for Photos: Creating a photomontage is easy with ScreenPlay's digital connectivity. Easily import images from Smart Media or Compact Flash cards, or a Kodak Picture CD. Sequel requires the Optional DV Upgrade to perform this function.



Each Applied Magic editor

comes with a mouse, custom keyboard and 1-year warranty. The size and weight of a VCR, each editor is portable and connects easily to a television or monitor. ScreenPlay and Sequel are turnkey, PC-free editors therefore the potential for hardware and software incompatibility and conflicts are eliminated. Our editors are designed to do one thing, and only one thing well, edit video.

List Prices: Sequel - \$1,995.00, ScreenPlay - \$3,795.00, ScreenPlay Plus - \$4,395.00. Special Academic version pricing is available to schools. Many optional features are also available. *CALL TO SCHEDULE A DEMONSTRATION.*

Aurora IgniterRT, Real-Time Power for FCP

Let's Get REAL: REAL Offline AND Online! All IgniterRT boards offer not only full, 4:2:2 Uncompressed capture and playback, but also true offline compression with high quality MotionJPEG. (Not half size photo jpeg, and not simple "discard data" methods.) REAL Time! IgniterRT offers true hardware real time filters with Final Cut Pro. Timesavers like Color Correction



3-Way, Desaturate, Brightness/Contrast, Wide Screen, Mask Shape, Invert, SL Balance, Gamma Correction, and Proc Amp. And it's free! There is no extra charge to get RT and future additions to it. REAL Programmability! Aurora's drivers add new functionality immediately. All RT filters are downloaded directly to programmable hardware. There is no wait for any 'firmware release'. REAL Scalability! IgniterRT011 starts with Composite and Y/C video and unbalanced audio. Upgrades can optionally be bundled in, or purchased

separately. SDI, COMPONENT, Balanced XLR Audio, LTC I/O, and 24 frame Film can all be added as your needs change. REAL TRUE Film 24 fps Editing! Igniter Film offers true reverse telecine into 24 FPS timelines, 3:2 pulldown on playback, and 0.1% audio stretching to perfectly match the conversion from 29.97 to 24. Perfect clock-by-clock

audio sync is maintained throughout the process. No other FCP card has all of these capabilities. REAL YUV Processing! Igniter Offers the highest quality video capability with true YUV mode processing. When needed, we also offer the best possible RGB-YUV processing algorithms. REAL Multiple Video Output! Connect your IgniterRT to an SDI deck, a COMPONENT deck, and to both a Y/C monitor and Composite monitor for previewing your edits. Aurora was the first to deliver Quicktime Compatible, Uncompressed video with a Mac! With

the release of IgniterRT in August 2001, Aurora was the first to deliver Final Cut Pro Real time effects with Uncompressed video! Igniter was the first Final Cut Pro Qualified Uncompressed editing board! Igniter is the ONLY board available with Timecode Write/Read support!

With hardware starting at under \$1,000.00, Aurora Igniter RT Systems are the only solutions of their type which allow you to upgrade as you grow to incorporate Component, SDI, and Film options. Aurora also is the only solution that offers you motion JPG compression from as little as 1.5:1 all the way to 50:1. Igniter RT is the MOST flexible, cost effective, broadcast quality board you can use with Final Cut Pro. Call Visual Sound to arrange a personal demo today.



AURORA
VIDEO SYSTEMS

DID YOU KNOW...

With the acquisition of the Audio/Video Products and Systems Division of Peirce-Phelps, Visual Sound, Inc. has become the largest full-service audio/video and presentation systems dealer of its kind in the Mid-Atlantic region. With over 400 product lines, VSI is now a one stop shop for any audio or video need. Products from Crown, Rane, Sony, Panasonic, and JVC are just some of the lines we can offer to our customers. We can design, engineer, build and service any system large or small. Visual Sound is an authorized service center for many of the manufacturer lines we represent. Our technicians are factory certified and are requalified through schooling on the latest techniques to troubleshoot your equipment. We pride ourselves in our ability to service what we sell...and what we don't sell. From audio/video and presentation equipment sales, installation and service, to large-scale rental support for meetings and events, Visual Sound is your total AV technology resource! With Pennsylvania locations in Broomall, Philadelphia, *Continued on p. 3*



JVC, continued from page 1

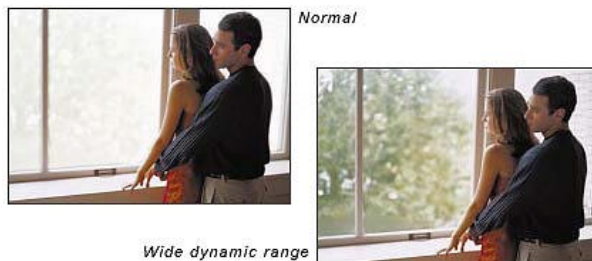
You can use this function to enhance or compress reproduction of black areas on the screen. When stretched, the contrast of high-contrast images is reduced so that you can capture both highlights and shadows. With 0.45 gamma, you can shoot with ambient lighting only (no fill light required), allowing you to obtain better detail reproduction in bright or shadowed areas. When compressed, the contrast is increased, making colors richer.

Video Scan Mode; It is possible to select between video or "Hi Res Frame Mode" for a more cinematographic effect.

Full Auto Shooting; In an emergency, or when it's not possible to pause to adjust white balance or change the gain, the Full Auto Shooting mode provides point-and-shoot ease of operation, leaving you simply to zoom, focus, and press the record button. Activating Full Auto Shooting puts the camera in the Auto Iris mode, even if the lens is set to manual. Automatic Video Level Control (ALC) is also activated, along with Extended Electronic Iris (EEI) which provide both variable gain and variable shutter and Full Auto White to follow color temperature. This means you can shoot continuously from a dark to a bright and indoor to outdoor without changing gain, iris, white balance or ND filter.

Functions and switch layout for professionals; In addition to the Full Auto Shooting to handle difficult or variable lighting environments, the GY-DV5000 is equipped with an array of pro-level functions that provide professionals with the creative flexibility they need. These include soft detail correction, Skin Tone Detection, fully adjustable gamma, Iris over/ under Black Stretch/Compress, Frame Mode etc. The GY-DV5000's switches have also been arranged in the way that most professionals are accustomed

to, making operation more intuitive, precise, easy, and error-free. Since you won't have to "re-learn" how to use this camcorder all over again, the GY-DV5000 is the ideal camera for any assignment. **400% wide dynamic range;** The DV5000's super fast multi-stream parallel processing DSP creates an ultra-smooth gamma curve calculated using a true log scale algorithm. The result is a dynamic range of over 400% that accurately reproduces fine details and



colors in both shadowed and highlighted areas. **LOLUX 0.4 lux (F1.4);** When activated, the LOLUX mode increases sensitivity with almost no increase in noise. LOLUX increases the gain by +36 dB so you can capture high-quality video footage with excellent color balance, enhanced gradations, and minimal color smear in low-light conditions. **New audio-related functions;** When color bars are output, audio reference signals (test tone) are also output. The audio reference signal can be set to -12 dB or -20 dB as required. In addition, a "wind out" function is provided to minimize extraneous noise picked up by the microphone. **2.5-inch tri-mode LCD display;** The 200,000-pixel 2.5" color TFT LCD monitor provides a high-resolution 440 TVL video image during shooting or instant replay. Like the viewfinder, it has an adjustable peaking and zebras that simplify focus and iris setting. A push button selects three display modes: Video only, Video images with text information overlay including time, status, mode, and other data are shown on the screen, Data information only including time, status, mode, and other data

are shown on the screen. The monitor tilts up 180 degrees for high-angled overhead shooting and tilts down 90 degrees for low-angle shots. Video-only can be displayed or with data overlaid--or data alone can be displayed. **Optional 1.5" CRT black & white viewfinder;** The high-resolution viewfinder shows your subject in black and white, making it easy to locate and frame your subject with the monitor closed. The viewfinder can be moved forward or backward and the view angle can be adjusted so you can easily keep your subject in frame. The viewfinder can be raised about 90 degrees for high-angle shooting. Larger studio viewfinders are also optionally available. **Light link function;** When you use an Anton Bauer battery (option), you can link light (option) ON/OFF switching to the recording trigger. You can also turn it on all the time with the switch if required. **Time/date recording;** Time and date with seconds resolution can be recorded on the tape over color bars or video. Time and date are also overlaid over the video output. **Other Features include:** Full Auto White (FAW), Spot L/Back L, Aspect ratio (4:3/letter box), Detail correction, Detail V/H balance, Skin detail detection, White clip select, Knee point select, Setup adjustment, Lock audio (16-bit, 48Khz only), ACCU-FOCUS, Automatic level control (ALC), System file selection, Smooth transition mode, Variable slow shutter, Built-in color bar, Gamma control, Auto black level, Zebra pattern (4-step), Auto knee, Highlight chroma processing, SMPTE/EBU time code generator, Blank search, Edit search, Adaptable to Sony-style tripod base

CALL FOR A DEMO OR SPECIAL PACKAGE PRICING

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Harrisburg and Allentown and our Baltimore location in Maryland, we're your total Mid-Atlantic Event Production and Video Transfer resource!

VSI also offers Digital Media Services, Event Production, Film to Video Transfers, Video Duplication, & International Video Conversions



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