



Pyro AV[®] by ADS Tech Debuts Pyro Kompressor HD[™] at NAB: Super-Charged, High-Quality HD Video Compression for Adobe and Blu-ray

An article published in the NAB SHOW DAILY at the 2008 NABShow

Pyro Kompressor HD features high-quality MPEG-2 and H.264 Encoding for DVD, Blu-ray Disc, and the web. It is integrated with Adobe products and features the award-winning Ambric Am2045 TeraOPS-class Massively Parallel Processing Array (MPPA).

For the first time at the NABShow, Pyro AV by ADS Tech, a leading-edge video conversion and encoding solution provider, will showcase its Pyro Kompressor HD product, which can save hours — even days — per encoding project.

A PCI Express-based accelerator solution, Pyro Kompressor HD accelerates HD MPEG-2 and HD H.264/AVC encoding, performing up to eight times faster than software-only compression tools. Pyro Kompressor HD is ideal for time- and cost-conscious video pros who want a much speedier compression workflow.

Pyro Kompressor HD's high-quality MPEG-2 and H.264/AVC codecs enable compression for DVD and Blu-ray Disc, plus web streaming media, Flash, archival storage, IPTV, and VOD.

Pyro Kompressor HD is Integrated with Adobe[®] Products and Runs on the Windows and Mac Platforms

The product is transparently integrated with Adobe[®] Premiere[®] Pro CS3 and Adobe[®] After Effects[®] CS3 software. The Adobe software integration offers a familiar workflow and quick turnaround. Use it for encoding whole video projects or for fast, iterative test-compressions while editing, compositing, or creating special effects.

The half-height/half-length PYRO Kompressor HD board is powered by the Ambric Am2045[™], a massively-parallel processor array (MPPA) with 336 RISC processors. The Am2045 delivers 1.2 TeraOPS of video horsepower, with only 1/10th the heat of GPUs and CPUs. The form factor and low-power provides for use in energy and space-conscious environments. Based on Ambric's 100 percent software-programmable silicon technology, the accelerator card is 'future-proofed' and can be updated in the field.

Product Demonstration at NAB

Mike McCoy, president and CEO of Pyro AV, invites NAB attendees to see the new Pyro Kompressor HD product announced at Macworld. "It's an affordable, high-quality H.264 and MPEG compression solution for video editors, effects artists, and compressionists who need super-charged encoding speed and processing power," said McCoy.

The included Pyro Kompressor[™] transcoding software application simplifies production. Compelling features include watch-folders for job automation and extensive Blu-ray encoding settings created by a top Hollywood compressionist.

Video import for a wide range of transcoding and encoding options including: DV, MPEG-2, H.264, AVCHD, AVC-Intra, VC-1, DVCPRO 25/50, DVCPRO-HD, JPEG2000, RGB and YUV files, plus DirectShow and QuickTime import, are included.

Pricing and Availability

Pyro Kompressor HD for Windows XP is available now through dealers for Pyro AV by ADS Tech, with an MSRP of \$3,495.00. Mac support will be available in Spring 2008 at the same price. For more information, visit www.pyroav.com.

Learn more about Ambric's Powerful, Programmable Video Processing IC Technology

If your company develops challenging video-processing equipment, or, if you're tired of the complexity and time-to-market delays inherent in FPGA and multi-DSP video processing platforms, you'll want to check out Ambric's breakthrough silicon, embedded development systems, and OEM offerings.

For more information call Ambric Sales at 503-601-6500 or visit www.ambric.com.