

Top Reasons

TO BUY FIRECODER BLU

FIRECODER Blu is an H.264/MPEG-2 hardware transcoder board that provides high-speed encoding of video files for use in DVD and Blu-ray disc production, as well as superior up-conversion for SD and HD video.

1

Time is money—speed up your Blu-ray disc production

- Writable Blu-ray discs are now available and getting more and more affordable. It is the perfect medium for storing high-definition (HD) video.
- FIRECODER Blu accelerates the transcoding of AVI files to H.264, the file format best suited for Blu-ray video.
- With FIRECODER Blu, you can dramatically shorten the time it takes to transcode an AVI video file into H.264—about 2 times faster than real-time, compared with 20 times longer with a software encoder, even on a dual-core PC.



2

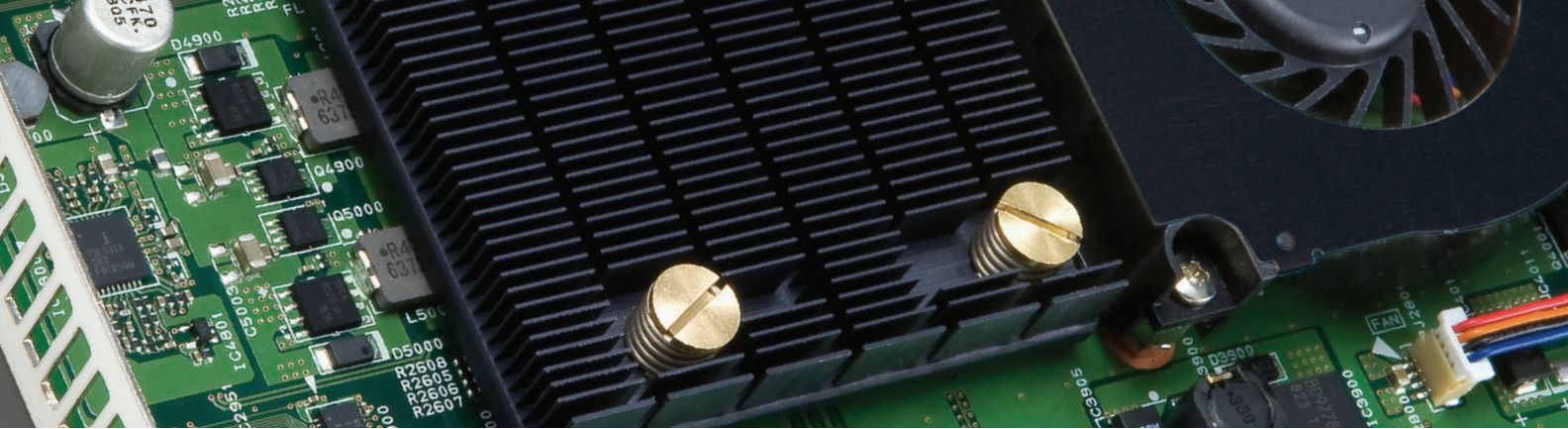
Time is money—speed up your DVD production

- FIRECODER Blu accelerates the transcoding of AVI files to MPEG-2, the file format used for DVD-Video.
- With FIRECODER Blu, you can transcode to MPEG-2 even faster than to H.264—up to 5 times faster than real-time. This means that an hour of video would take approximately 10 minutes to transcode.

3

Versatile—works with any Windows-based NLE files

- The included FIRECODER WRITER utility software provides basic Blu-ray and DVD authoring tools from any HDV (m2t) and MPEG-2 PS (mpg, m2p) source files.
- You can write directly to DVD or Blu-ray Disc (dual-layer discs are supported).
- You can create titles and chapters; the chapters can be at intervals or points.
- You can make discs with multiple titles, or single titles with multiple clips.
- Of course, FIRECODER Blu also supports Canopus® HQ (AVI) files created by Grass Valley™ EDIUS® nonlinear editing software. With the latest version of the AVCHD converter (v3.0), the decoding from AVCHD to HQ is accelerated, and multiple FIRECODER Blu cards are also supported.



4

It's also a high-quality up/down-converter

- FIRECODER Blu can also up-convert SD (720x480) and HD video (1280x720 & 1440x1080) to full HD (1920x1080) resolution.
- It uses Ultra High Definition technology – developed in Japan – for upconversion, ensuring that the upconverted video remains crisp and sharp, and not “fuzzy” like many other upconverters.
- FIRECODER Blu can also downconvert from HD to SD.

5

It's advanced—takes advantage of “Cell” technology

- FIRECODER Blu incorporates Toshiba's SpursEngine processor, which is based on the Cell CPU used in the Sony PlayStation3.
- Cell architecture has been developed by Toshiba, Sony, and IBM to provide power-efficient and cost-effective high-performance.

SALES

Local and regional sales contacts can be found by visiting www.grassvalley.com/sales

SUPPORT

Local and regional support contacts can be found by visiting www.grassvalley.com/support