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■ **01/2009**

XDCAM EX



MainConcept™ Conversion Pack #2 is the perfect solution to archive XDCAM EX footage on XDCAM HD Professional Disc within Sony Clip Browser 2.0.1.

Find our [whitepaper here](#) (pdf-file, 329 KB)

Why MainConcept?

Customers often ask us why MainConcept is the leading key codec provider. They ask us what the advantages are to working with MainConcept compared to another competitor solution, and if we can provide better codec technology and development support than the others do.

The answer is, quite simply, "Yes!"

MainConcept has more than a decade of experience in providing video and audio codec technology to companies worldwide. Our licensing SDKs for all industry-leading platforms are renowned and customers from a variety of business areas rely on MainConcept codec quality. Having the availability of one concise development package to support almost all open standard codecs, in combination with your loyalty, made MainConcept the leader in video compression technology.

We will continue our forward momentum by offering new codec solutions to address your converting needs as well as provide the best cost/performance ratio and services. Let's get off to a great start in 2009 together.

At MainConcept we would like to thank you for your interest in our products, and we look forward to an exciting and prosperous new year.

Your MainConcept Team

Enhanced Customer Portal

Access the latest codec updates

Do you already have access to our Customer Portal? You can benefit from quick and easy downloads of the latest codec updates, beta versions of MainConcept Codec SDK, or to receive product previews and other exciting solutions.



If you have not evaluated this beneficial service yet, please contact your [local sales representative](#) and get your personal account.

MainConcept™ Reference SDK with BD-Live

Transcoding of BD-Live compatible streams

Since the release of Blu-ray Profile 2.0, many Blu-ray players support BD-Live with its ethernet interface. PlayStation® 3, LG BD300, Panasonic DMP-BD50 and some HDTV's with embedded Blu-ray players provide this feature today.

Once interactively streaming applications with new content can be watched in your living room through BD Live, Blu-ray discs will become even more exciting for consumers.

BD-Live Blu-ray players that are connected to the Internet enable downloading additional up-to-date content for your disc. Hollywood studios are offering more and more trailers, background comments and other special features with exclusive access through this specific Blu-ray disc feature.

With the upcoming version of the MainConcept™ Reference SDK you can implement BD-Live capabilities into your own solutions. This enables the transcoding of footage into a BD-Live compliant content structure with an easy-to-configure interface and all required configuration options. You can provide your customers progressive download of Blu-ray quality video to home entertainment devices!

For [more information](#) or to receive an evaluation version of the MainConcept™ Reference SDK, send an email to sales@mainconcept.com.





Want to purchase online?

- [MainConcept AAC Encoder](#)
- [MainConcept Reference H.264](#)
- [MainConcept Reference MPEG-2](#)
- [MainConcept Conversion Packs](#)



Final Cut Pro users benefit from MainConcept Codec quality

Easy-to-use professional workflow with best export results

With Final Cut Pro, video producers can benefit from the outstanding quality of the renowned MainConcept Codecs within the workflow. Many editors producing HD content in post-production houses rely on MainConcept professional codecs by using Reference, the multi-format transcoding application on Mac OS X to provide their clients the highest quality productions.



Find out why professional editing studios appreciate highest quality and choose MainConcept Reference for their final encoding process.

Check out our video tutorial guide and [learn more](#). Get your free [Reference Evaluation](#).

MainConcept™ AAC Encoder Plug-In

Update now available for Adobe Flash Media Live Encoder 3.0

The Adobe® Flash Media Server family of products is the industry-leading solution for streaming video and real-time communication. The Adobe Flash Platform provides a unique experience across all operating systems by integrating Adobe Flash Player runtime. Flash is widely used and more than 98% of PCs have Flash player installed.



A new version of Flash Media Live Encoder has been released. MainConcept™ AAC Encoder is the full audio codec plug-in to enrich Adobe Flash Media Live Encoder 3 with professional AAC encoding.

Get the AAC Encoder Plug-In for Flash Media Live Encoder to take advantage of the new AAC support in Flash Media Server 3 and Adobe Flash Player 9 Update 3.

Want to [know more](#)? Get your [free demo](#) version.

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