

Press Release



Focus FireStore FS-4 Pro HD now also supports QuickTime HDV for HDV cameras.

Holdan Ltd. UK & Ireland Exclusive Distributor for Focus Enhancements, announces that the Focus FireStore FS-4 Pro HD will add native QuickTime HDV support to the already extensive list of Direct To Edit® (DTE) file formats.

Clips recorded in the QuickTime HDV format using FireStore FS-4Pro HD can be used immediately in Apple Final Cut Pro 5 & Avid Xpress HD without having to first capture or convert footage. The file format is expected to be available in April 2006 on new FireStore FS-4Pro HD models or as an upgrade to existing FS-4Pro owners.

Final Cut Pro editors have always comprised a large portion of the FireStore DV and HD user base. Focus's DTE Technology was the first to bring QuickTime DV25 file format support to portable direct to disk recorders and now the first portable recorder that supports native QuickTime HDV.

The latest DTE Technology file format allows Sony, Canon and JVC camcorder owners to record via FireWire to disk in the QuickTime file format. FireStore extracts and decodes the audio from the incoming HDV stream, combines it with the video stream and wraps audio and video as a QuickTime file. The file can be imported directly into Final Cut Pro 5 & Avid Xpress HD and used immediately in the timeline. Previously, clips had to be either captured or converted prior to use. The FS-4Pro HD delivers HD and DV acquisition solutions from the field to the editing room, enabling videographers to record HDV or DV streams directly to disk via FireWire from leading HDV-based camcorders and decks from Sony, JVC and Canon. FireStore then connects directly to Mac or Windows-based editing systems, allowing video professionals to edit content directly from the FS-4. Users can choose from the most popular DV25 NLE file formats including standard definition Avid OMF, QuickTime, Canopus AVI, Matrox AVI and more, as well as high definition 720p or 1080i MPEG2 transport streams in either the .m2t or shortly, QuickTime HDV format.

The FS-4Pro offers a 40GB (3 hour) or 80GB (6 hour) internal disk drive. Both versions feature separate 6-pin FireWire connectors for interfacing with camcorders and with computers for editing or file transfer, a backlit status LCD display, and a comprehensive set of control buttons including a navigation pad.

QuickTime HDV is expected to be available on all new FS-4Pro HD and DR-HD100 models or as an upgrade to existing HD model owners through Holdan Ltd. in April 2006. The FS-4Pro HD 40GB model has a RRP of £ 875.00 plus VAT, while the 80GB model is £ 1,125.00 plus VAT.

QuickTime HDV support will be demonstrated at the forthcoming NAB show in Las Vegas/US April 24 – 27th, 2006

Press & Marketing Contact: Charlotte Leonhardsen
E-mail: charlottel@holdan.co.uk

