

Press Release



FOCUS Enhancements **FireStore**TM



FOCUS Enhancements Announces Native QuickTime HDV Support for FireStore FS-4Pro HD Portable HD DTE Recorders
New DTE Technology File Format Allows HDV Camcorder Owners to Import Clips Directly Into Apple Final Cut Pro 5 Using Direct to Edit Technology

Holdan Limited Exclusive Master Distributor for FOCUS Enhancements, Inc. has announced that it will add native QuickTime HDV support to its industry leading Direct To Edit® (DTE) Technology. Clips recorded in the QuickTime HDV format using FireStore FS-4Pro HD can be used immediately in Apple Final Cut Pro 5 without having to first capture or convert footage. The file format is expected to be available in April 2006 on new FireStore FS-4Pro models or as an upgrade to existing FS-4Pro HD owners.

Final Cut Pro editors have always comprised a large portion of FireStore DV and HD user base. FOCUS Enhancements DTE Technology was the first to bring QuickTime DV25 file format support to portable direct to disk recorders and FOCUS Enhancements are now pleased to offer 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 FireStore FS-4Pro HD 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 and used immediately in the timeline. Previously, clips had to be either captured or converted prior to use in Final Cut Pro 5.

The FS-4Pro HD line 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 HD offer 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 models or as an upgrade to existing HD model owners through Holdan Limited in April 2006. The FS-4Pro HD 40GB model has a UK RRP £ 875 plus VAT while the 80GB model is £ 1,125 plus VAT.

QuickTime HDV support will be demonstrated at the forthcoming VideoForum 2006 Earls Court/London 7 – 9th

Further information: **Allan Leonhardsen**
allanl@holdan.co.uk