

# PRESS RELEASE

**Contact: Erik Jansen**

e\_jansen@chanandassoc.com  
CHAN & ASSOCIATES, INC  
Phone: (714) 447-4993  
Fax: (714) 578-0284

**Contact: Phil Wangenheim**

pwangenheim@visual-matrix.com  
VISUAL MATRIX, CORP.  
Phone: (818) 843-4831  
Fax: (818) 843-6544

## **Visual Matrix Debuts XBox High Definition and Standard Definition Image Processor**

*Modular frame-based processor is equipped with powerful video conversion capabilities and ratio aspect controls.*

**Burbank, Calif, Date TBA** – Visual Matrix, Corp., a leading developer and manufacturer of High Definition and Standard Definition image processing products for professional video and computer applications, has announced the debut of the XBox, a modular high definition and standard definition frame based image processor. The XBox is aimed at a variety of users in video production and post production environments and is equipped with powerful video conversion capabilities, and even more powerful aspect ratio controls.

The Visual Matrix XBox comes equipped with an extensive list of standard features including complete aspect ratio controls and advanced image enhancement filters. The aspect ratio controls include anamorphic stretch, separate horizontal and vertical a black matte generator for black bars, as well as zoom up to 1600% and smooth real time pan/scan controls. Users also have the option to create an array of custom pre-sets via an available front panel touch screen.

“With the convergence of a variety of video formats now a reality, the need for the XBox is apparent,” states Visual Matrix President Pierre Yenokian. “We have developed the XBox to provide users with a high performance image processing solution that integrates all presently accepted video formats, from standard to high definition, to computer generated. The XBox’s unmatched image quality is achieved via proprietary conversion technology that evaluates the video source characteristics and selects the appropriate filter and algorithms. Separate video modules perform each major signal processing function. This permits the XBox to be easily upgraded to incorporate future video standards.”

The XBox also further improves the quality of up-conversion if the video source was originally transferred from film. If the source material contains a 3:2 sequence, provided via an outside pulse from a telecine, the XBox can reassemble the original film frames to aid in up-conversion. Additionally, with an available time code option, the XBox can internally track the 3:2 sequence automatically. The XBox is also capable of performing up-conversion of off-speed PAL (24 fps) to 1080 or 720p by performing an internal 3:2 pull down.

Presently, formats supported by the XBox include 1080i/60/59.94/50, 1080p24/23.97/25, 1080sf/24/23.97, 1035i/60, and 720p/60/59.94. In standard definition, the XBox supports 625 PAL, 625 Slow Pal, and 525 NTSC line video formats. Additionally, the XBox accepts analog RGB from 14Khz to 90Khz scanning rates and may convert it to either HD or SD formats.

The powerful aspect control capabilities of the XBox include real time pan and scan, and zoom functions up to 1600%. The unit will work with 3-2, 2-2 and field-based video material and possesses a built-in multi-format color pattern generator with moving patterns for testing 3-2 constancy in a post production facility. An easy to use touch screen front panel interface has the ability to save hundreds of presets. Another unique feature is the XBox's remote control protocol, which allows users to write custom controls to allow the XBox to fit integrate into nearly any production environment.

Additional XBox features include:

- Complete aspect ratio adjustment
- Smooth pan/scan with variable speed control
- Zoom control up to 1600%
- Unlimited user-defined presets
- Filters for anti-alias, flicker, Moiré removal
- Separate horizontal and vertical filters
- 15 levels of horizontal and vertical filters
- Off-speed PAL (625/24 fps) input/output
- Field, frame and 3:2 conversion modes
- Control software for remote operation available on Visual Matrix website
- Fully adjustable horizontal and vertical black matte generator
- Internal color test patterns
- HD tri-level and composite sync out
- Genlock input and internal sync lock
- 10-bit video path and 12-bit processing
- Optional front panel touch screen display
- Optional scene detector
- Optional audio delay
- Optional time code delay and 3:2 tracking

**About Visual Matrix, Corp.**

Founded in 1988, Visual Matrix, Corp. is a leading innovator and manufacturer of a variety of high performance Standard and High Definition video image processing and scan conversion technology. Visual Matrix's video processing expertise has led to the introduction of unique video conversion products unparalleled in quality and function that are designed from their inception to be the best available.

Contact Visual Matrix, Inc. at: Visual Matrix Corp., 3320 N. San Fernando Blvd., Burbank, California 91504; Phone: (818) 843-4831; Fax: (818) 843-6544; Website: [www.visual-matrix.com](http://www.visual-matrix.com)

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