

# PRESS RELEASE



## FOR IMMEDIATE RELEASE

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## LYNX Technik AG<sup>®</sup> Launches Flexible "One Module – Many Solutions" Card at NAB – Booth No. C1628

*The P IE 5610 FLEXCARD platform allows users to define their very own toolset from a menu of firmware options*

**NAB 2009 – March 16, 2009 – Weiterstadt, Germany** -- LYNX Technik AG, provider of intelligent interface products for the broadcast, post production, and professional AV industries, is demonstrating a brand new incredibly versatile SD/HD *FLEXCARD* solution at their **NAB 2009 Booth No. C1628**. The **P IE 5610 FLEXCARD** expands the LYNX Series 5000 signal processing line and offers the same superior performance that the LYNX solutions have become known for industry wide.

The new P IE 5610 FLEXCARD Multi-format Image Engine is a "one module – many solutions" device for the Series 5000 system that allows users to define their very own toolset (of any combination) from a menu of firmware options. The firmware options include:

- Aspect Ratio Conversion – includes fixed presets and user-adjustable aspect ratios
- Up / Down / Cross Conversion – includes fixed and user-adjustable scaling, color space conversion and aperture correction
- Noise Reduction – includes 'mosquito noise' removal, artefact block removal, 2D/3D recursive low pass filtering, and H/V aperture correction
- Video Delay – includes independent 12-frame programmable video delays for each output channel

This straight forward, cost-effective signal processing card gives users the freedom to build a feature-set of any combination of available firmware options that is specific to their application. So, whether users are simply looking for a noise reducer, or for a noise reducer plus video delay solution with up/down/cross conversion, the new P IE 5660 delivers a single-card solution that once required a handful of modules.

LYNX *FLEXCARD* modules are designed all around flexibility. Invest in the functionality you need right now, and upgrade quickly by purchasing new features in the future. All P IE modules are shipped

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fully loaded with all options pre-installed – users simply purchase license codes to activate the options they need. This eliminates the need to invest in new hardware, and absolutely no complex and time-consuming reprogramming is required.

The P IE 5610 FLEXCARD module supports and auto-detects all video formats from SDTV to HDTV up to 1.485GHz/s. 16 channels of embedded audio is automatically delayed to compensate for any internal signal processing delay, and then re-embedded into each of the 2 output channels. Up to 7 user presets can be stored and recalled from flash RAM, and provides full Metadata support including time code, closed caption transcoding, WSS and AFD.

“The new platform is about being flexible and we want our customers to use this flexibility to their advantage,” comments Winfried Deckelmann, CEO of LYNX Technik AG. “We are working diligently to accommodate our customers’ evolving needs by bringing versatile feature-rich solutions to market. These solutions are directly influencing the way our customers address technology requirements in their facilities.”

The LYNX range of signal processing equipment is versatile and reliable, has been rigorously tested, and has been proven to work in the most demanding of multi-format environments. Applications include; mobile vans (OB trucks), broadcast master control rooms, production studios, network operating centers, post production, video duplication facilities, and more.

LYNX Technik has designed their full line of SD/HD FLEXCARD solutions to offer broadcast professionals an affordable, compact and extremely flexible solution for audio and video processing. They have been designed to satisfy all of today’s most demanding digital Broadcast requirements and have been configured to meet the needs of a variety of levels of technical sophistication.

## **Availability:**

The P IE 5610 FLEXCARD is available now

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## **About LYNX Technik:**

LYNX Technik AG is an industry leader and technology provider of modular interface solutions for broadcast and professional use. LYNX Technik AG is an independent privately owned company with its headquarters, research and manufacturing facilities based in Weiterstadt, Germany. Sales and Support is covered through secondary distribution channels managed from its headquarters in Germany and the USA.

For more information about LYNX Technik’s products & services please visit: [www.lynx-technik.com](http://www.lynx-technik.com). For sales, please contact visit the website, or <mailto:info@lynx-technik.com>

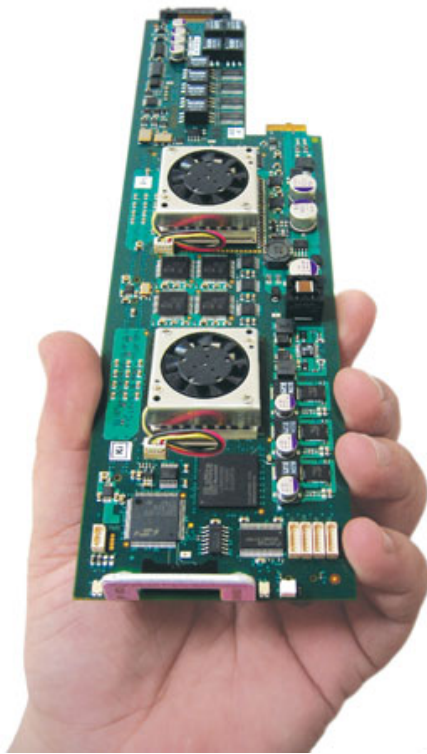
**To learn more, please visit LYNX Technik AG at NAB2009, Booth No. C1628**

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## Note to Editors:

High resolution image available upon request



P IE 5610 Multi-format Image Engine