



MEDIA ALERT

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SONY CREATIVE SOFTWARE LICENSES PRODAD VIDEO STABILIZATION TECHNOLOGY FOR VEGAS MOVIE STUDIO HD PLATINUM 10

proDAD's Renown Video Stabilization Technology Allows Vegas Movie Studio HD Platinum Users to Easily "Rescue" Shaky Video From Within the Application

SILICON VALLEY, CA June 9, 2010 – proDAD, a world-class developer of digital video effects plug-ins and image optimization technologies for professional video editors, broadcast professionals as well as aspiring pros today announced that Sony Creative Software has chosen to integrate proDAD's video stabilization technology into its Vegas Movie Studio HD Platinum 10 video editing software package.

proDAD's Mercalli video stabilization product has long been a favorite of video professionals for removing "shake" from otherwise good video in post-production. Until now, the Mercalli video stabilization technology has only been available as a plug-in for NLE applications such as Sony Vegas Pro, Adobe Premier Pro/Elements, Pinnacle Studio, and others. proDAD has taken its highly effective video stabilization technology and made it available in

SDK form to allow creative software companies and camera hardware companies to integrate this highly refined technology into their products. The proDAD Mercalli SDK supports HD/SD video and offers extremely fast video analysis and preview of the stabilized video based on several different stabilization “profiles” and fast rendering with minimal artifacts. The Mercalli SDK also provides effective “rolling shutter” compensation which corrects the distortion often introduced with CMOS-based fixed lens camcorder lens’ found in popular low-cost MPEG4 pocket camcorders and mobile devices with video recording capabilities.

Sony Creative Software’s Vegas Movie Studio HD Platinum 10 is a complete video editing, audio production, and DVD authoring suite with advanced movie making features including Dolby® Digital 5.1 surround sound mixing and encoding, video compositing, color correction, and editing of AVCHD video. It’s highly intuitive timeline-based workflow and helpful “show me how” tutorials make it a snap to produce stunning SD and HD movies in 3 simple steps.

"The addition of video stabilization and rolling-shutter compensation helps Vegas Movie Studio HD Platinum 10 stand out from other solutions" said Dave Chaimson, vice-president of global marketing for Sony Creative Software. "It’s not always possible to shoot on a tri-pod so being able to rescue shaky video footage ‘post-capture’ means our users can focus on capturing the moment, knowing Vegas Movie Studio HD Platinum 10 has the tools to make their productions shine. We chose the proDAD solution for its superior video output quality, and ease of integration.”

Information & Availability

Sony Creative Software’s Vegas Movie Studio HD Platinum 10 with the proDAD video stabilization technology is currently from popular retailers or from www.sonycreativesoftware.com.

To learn more about proDAD’s video stabilization technology, please visit www.prodad.us/developersolutions.

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About proDAD

proDAD is dedicated to bringing high quality video effects plug-ins and stand-alone applications to professional, hobbyist , and consumer video enthusiasts . proDAD products have won numerous awards for delivering spectacular results while being easy to use and offering exceptional value. Other proDAD products include HEROGLYPH title/trailer animation plug in, VITASCENE professional-grade video transitions, effects, and filters, and ADORAGE effects packages with over 15,000 special effects for aspiring pro video editors. proDAD GmbH (www.prodad.com) serves Europe while proDAD Inc (www.prodad.us) serves The Americas and Pacific Rim regions.