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FOR IMMEDIATE RELEASE

Pyro AV Now Shipping Pyro Kompressor HD for Mac, Super-Charged, High-Quality HD Video Compression

High-Quality H.264 Encoding for Blu-ray Disk and Web

CERRITOS, Calif. (August 13, 2008) - Pyro AV® today announced that **Pyro Kompressor HD® for Mac**, a PCI Express®-based accelerator solution that accelerates HD H.264/AVC encoding up to **eight** times faster than software-only video compression, is now shipping. For time- and cost-conscious video production houses, this translates into a much speedier authoring workflow. Apple® Mac OS® X Leopard is supported. The solution is a price-performance breakthrough benefiting both video professionals and prosumers.

The product is qualified for Mac Pro workstations as well as Apple MacBook Pro laptops which have become extremely popular for field video applications. Because of Pyro Kompressor's small size and power footprint, it is ideally suited as an accelerator for laptop based encoding, with an external PCI Express box such as Magma's ExpressBox®.

The single-slot Pyro Kompressor HD board is powered by the Ambric Am2045™, a massively-parallel processor with 336 RISC processors, delivering 1.2 teraOPS of video horsepower for consistently high throughput encoding, even for difficult, high-motion video content. A dynamic and affordable solution, Pyro Kompressor HD's high-quality H.264/AVC codecs enable compression for DVD, Blu-ray Disk, web streaming media, archival storage, IPTV, and VOD. It is based on programmable chip technology, so that Pyro Kompressor HD hardware is "future-proofed" and can be updated as video compression standards evolve and other types of video processing become available.

The included Pyro Kompressor HD transcoding software application simplifies production and provides control over input, conversion, encoding, and output. Transcoding can be done from a wide variety of input formats using software decoders. The software features watch folders for job automation, up and down scaling, frame rate conversion, custom settings and a range of pre-defined settings, chapter support, batch encoding that allows for multiple tasks, file drag and drop ease, control over target output file size, and mux'ing streams from different input files.

It can read either uncompressed video input or import compressed files, using a wide range of included decoders to enable transcoding for DV, MPEG-1, MPEG-2, H.264, AVCHD, AVC-Intra, VC-1, DVCPRO 25/50/100, DVCPRO-HD, JPEG2000, and YUV files, and QuickTime import.

Pricing and Availability

Pyro Kompressor HD for the Mac (Leopard) and PC (Windows XP) is now shipping and will be available through a variety of Pyro AV dealers with an MSRP of \$3,495.00.

About Pyro AV

Pyro AV is made up of a team of dedicated engineers with more than 15 years experience designing and developing high-quality video capture and conversion technologies. Pyro AV develops solutions for the prosumer, broadcast and post-production markets and is currently shipping a line up of broadcast-quality video converters. For more information, visit www.pyroav.com