delivers MainConcept transcoding presets in demo mode, only adding a watermark to the exported video material, to protecting the demo version without harming its functionality. To eliminate the watermark, productioneers can rely on one of two existing Plug-Ins for Clip Browser called MainConcept Conversion Packs.

Interview with Muzaffer Beygirci, Managing Director, MainConcept

Who are customers for your MainConcept Reference SDK?

The MainConcept Reference SDK (Software Development Kit) is targeted to developers and companies, who need to bring their own transcoding application to the market without spending too much on codec research and development costs. OEMs benefit from MainConcept's Low Level development kit that meets all requirements regarding speed and quality a transcoding software needs. The SDK is useful for all parties who need to work with video and audio codecs within their applications, but are not necessarily codec, but application experts. Whether they like to provide a server-side content management or a dedicated software application with their camcorders.

What are the developer's benefits in detail?

The MainConcept Reference SDK comes with a well documented API (Application Programming Interface - in C) for all encode and decode functions. The developer only needs to implement the GUI (Graphical User Interface) for their target application. In addition, the command line functionality provides simple to use transcoding right on the server too. Unique to MainConcept is the cross-platform availability for Windows, Mac and Linux, providing maximum flexibility for OEM partners, content providers and large carriers on their target systems. For Windows we also have all decoding available as DirectShow filters, working on equivalents for Linux and Mac.

Why should camcorder manufacturers choose the MainConcept Reference SDK?

Video codecs are essential for a performant video editing software, because the editing system and the applied codec are responsible for the quality of the exported video data. A high quality video camcorder, e.g. for high-def capturing, is useless, if the codec quality within the software doesn't work premium class. The user will be frustrated, if he can't take advantage of all features of his expensive camera. Our highly compatible MainConcept Reference SDK supports the specific requirements manufacturers demand from such software and assures an unobstructed workflow with high quality of generated video data.

The MainConcept™ Conversion Packs and its usage in the Video-Post Production

The Sony Clip Browser 2.0 software for the XDCAM EX products is a simple-to-use PC software application that allows users to easily convert video clips recorded by the XDCAM EX camcorder or deck to other devices such as hard disk drives.

Clip Browser comes with a wide variety of MainConcept presets in demo mode to easily transcode digital media content. It already offers specific presets for export, but a special MainConcept watermark will be added to the exported video clips. In case a production house needs to convert a video (e.g., for Video Podcasting), it should choose MainConcept Conversion Pack, unlocking the demo application into a tool for commercial use. There are two MainConcept Plug-Ins available, Conversion Pack #1 and Conversion Pack #2.

MainConcept™ Conversion Pack #1
Functional profiles for conversion into common Internet formats

Video post production often requires conversion of high-resolution XDCAM EX™ material for mobile devices such as Sony PSP, Apple iPod or cell phones. Other areas of operation are the instant preview of content that is shot at a film location for quality evaluation, or in the distribution of video content on community platforms such as YouTube or My Space. Furthermore the converted H.264/AVC or WMV Video and AAC Audio data can be distributed through internal or external networks by saving space and bandwidth. Conversion Pack #1 is the best choice to convert XDCAM EX content for the Internet and mobile devices.

Quoted from SlashCAM Forum

"Additionally to Sony Clip Browser 2.0 I recently purchased the MainConcept Plug-In - and I'm bound to say that I am really excited. Above all, the possibility to publish a Clip for Web or iPod/iPhone is like a walk in the park and done very quickly. A must-have for people with XDCAM EX Camcorder, I would suggest and I don't want to miss it anymore.

www.slashCAM.de

Interview with Ralf Bremen, Managing Director of Studio Bremen, Aachen

Mr. Bremen, like MainConcept your company is located in Aachen?

This is sheer coincidence, at the begin we knew MainConcept just from the internet as the codec provider within a software application we were using. I was amazed when I heard that their headquarters was in Aachen, quite close to our studio. The neighborhood made personal contacts to the MainConcept engineering team easier.

Sony XDCAM EX has been integrated into your production workflow. What was your reason for choosing this product and what are the benefits compared to other vendors?

We had a challenging task from one of our customers that included the handling of slow motion material. In video post production slow motion is quite demanding and we weren't able to get satisfying results while editing our high-definition video content. The XDCAM EX provides 60 fps so that slow motion capturing is possible. We were also impressed because of the innovative record carrier SxS memory card concept the XDCAM EX product line offers. It enabled us to have a faster media transfer compared to a conventional Mini DV Tape, the response time was simply quicker.

What XDCAM EX products do you use and how do you edit the data?

I need to draw back a bit for this. To be honest, we were astonished that we could not simply import our XDCAM EX files into our non linear editing (NLE) software in order to edit them here. Even Adobe Premiere Pro did not accept the files we got from our XDCAM EX. With help of Sony Clip Browser 2.0 we were able to review and manage the files, but editing

MainConcept™ Conversion Pack #2
XDCAM Interoperability for universal editing

With **MainConcept Conversion Pack #2**, professionals are using a transcoding Plug-In that assures interoperability within the Sony XDCAM ecosystem, in particular between XDCAM EX and XDCAM HD camcorder models. This Plug-In unlocks those components in Sony Clip Browser 2.0 for commercial use that are developed for conversion of high-resolution XDCAM EX material into XDCAM HD / HD422 MXF compatible data. Additionally with Conversion Pack #2 XDCAM EX material can be copied from the SxS memory card to Professional Disc of XDCAM HD / HD422 camcorders and decks.

Integrated Workflow takes hurdles in the video post production
Studio Bremen ensures compatibility with MainConcept Conversion Packs

Studio Bremen is a post production house located in Aachen, Germany. The company's services digital imaging, high-resolution HDTV and HDAV video projections, trailer production, industrial advertisement, B2B film- and video production for international firms. Read the interview with Ralf Bremen, Managing Director and Founder of Studio Bremen in the column right.

Studio Bremen
Aachen

them successfully in our post production software we needed to convert them into the profiles of 'XDCAM HD or XDCAM HD 422 first.

How is MainConcept involved with this?

An undiminished production workflow without compatible data is simply impossible. With its software MPEG Pro HD, a Plug-In for Adobe Premiere Pro, MainConcept had the answer available. After its installation the files could be easily imported, edited, and finally exported from Adobe Premiere Pro.

Last but not least the end of the story, or?

If you are restricted to a single NLE software you might be right. The export profiles within Sony Clip Browser 2.0, namely XDCAM HD or XDCAM HD 422, enable the import of these files into the complete range of NLE systems available on the market, but there always is the MainConcept watermark added to the rendered video data. Our customers certainly will not accept the logo in their video. To remove the watermark for commercial use we installed the MainConcept Interoperability Plug-In for Sony Clip Browser 2.0, Conversion Pack #2. The exported XDCAM HD data we received could now be imported into the different editing software applications. At Studio Bremen we finally decided to use Vegas Video 8.0, adding many satisfied customers to our client list.

Mr. Bremen, thanks for the interview.

About Codec-By

Long term partnerships are a natural result of MainConcept's business relationships. To support its global base of customers and partners, MainConcept launched a dedicated "Codec-By" logo program in 2007 that industry partners can join to demonstrate that they deliver market leading solutions based on MainConcept's high-quality codecs. To learn more about the 'Codec-By' program, visit **www.codecby.com**.

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