



## **NEWS RELEASE**

### **TURN UP... TURN ON... TURN OVER... CODEX DIGITAL GOES "ON LOCATION" AT NAB 2008**

**NAB 2008 Las Vegas, April 14th, 2008** – Codex Digital ([www.codexdigital.com](http://www.codexdigital.com)), specialist in high-resolution media recording and workflow, is hosting a series of hands-on workshops during NAB 2008 that demonstrate the ease and practicality of assembling a complete data-based workflow from camera-to-post.

The "Codex On Location" workshops will take place at Codex Digital's booth in the Central Hall (#C11212), with equipment provided by LA rental company Camera House, ARRI, Avid, and Assimilate. Utilising the same techniques and technology as used on a number of recent feature film projects, the workshops will reveal how Codex's collaborative, non-linear workflows bring production and post production into parallel, replacing the film lab, telecine, tape-dubbing and ingest operations, and delivering enormous gains in productivity, creativity and budget.

All the equipment for "Codex On Location" – ARRI D-21 and Thomson Viper cameras, lights, Codex recorder, editing, coloring and compositing systems – will be unpacked from a small van each day, and set up on the booth, illustrating how even the smallest crew can rapidly and seamlessly bring everything together from shoot to post-production.

Codex On Location will show how the production crew can immediately take complete control of footage, from the moment it has been shot; instantly playback any take in high-resolution; compare different takes/looks on demand; securely deliver material to whoever needs it, in the form they need it, on-set or worldwide; review edited/graded dailies without delay; and rapidly check that VFX shots are OK.

"Codex workflows let you work in new and better ways," said Paul Bamborough, a co-founder of Codex Digital. "Once you have worked with a Codex workflow, and enjoyed how much easier it makes day-to-day life on a production, you won't want to go back."

Only Codex systems can capture raw HD, 2K and 4K camera data, generate real-time – or faster - output files in any format, including Avid DNxHD, DPX and Quicktimes, and deliver them to whoever requires the material.

**– Ends –**

**About Codex Digital:**

Codex Digital is headquartered in Soho, London, from where it designs and manufactures high-end digital equipment for motion picture and broadcast production. Products include: award-winning high-resolution media recorders, which capture moving images from the new generation of digital motion picture cameras, at up to 4K uncompressed resolution; plus a range of high-performance media management stations to manage the entire workflow of a digital production from set to post production. With the introduction of the Codex Portable, the company is setting a whole new standard for digital cinematography. For more information visit [www.codexdigital.com](http://www.codexdigital.com).

**Editor's Note:**

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