

# SCOPE

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## All In One Installation and Staging Services

For their new displays (designed and installed by CDA Inc.) at this year's auto shows, Mazda was looking for technology that looked futuristic, high tech, and would handle any display requirements now and for several years to come. Their choice? Sony

Plasma Flat Screen Technology.

Videoscope was chosen to supply and install Sony's new PFM-32C and the necessary distribution systems to show promotional video programming in their booth at Mazda's Auto shows

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# COMING TO VIDEOSCOPE: The XPRI – Non-linear Editing System



*Sony longevity. Sony reliability. Sony control panels. At last.  
Now non-linear editors can enjoy a flexible, upgradeable Sony editing system.*

The XPRI is a powerful long-form non-linear editing and finishing tool. Built on the Windows 2000 platform, the open architecture supports multiple formats and 3rd party plug-ins. For integration with other systems it can access popular EDL formats such as BVE, CMX and OMF, as well as popular media formats like AVI and Quicktime.

#### **XPRI comes in three flavours:**

- IMX/MPEG-50
- SD (uncompressed standard definition)
- HD (uncompressed) and Native HDCAM

**Sony Professional**

authorized dealer

**SONY**

#### **Featuring:**

- Industry standard, customizable GUI
- Colour coded keyboard
- Four unique external Control Panels for hands-on tactile editing control
  - Jog/shuttle knob
  - Media bar
  - Track ball with Z-ring
  - Audio Controller

All controls are user programmable and hot swappable with USB connectors.

#### **Start with the basics and upgrade as needed:**

- IMX/MPEG-50 allows 2x speed transfer with an IMX VTR through the SDTI interface option.
- SD: Standard definition supports uncompressed SD and can digitize 2 streams of video simultaneously.

- HD: High definition runs uncompressed HD or Sony's native HDCAM. HDCAM optimizes drive space and provides real-time effects, filters and keys with the HDCAM effects card option.

The base system runs IMX/MPEG-50 compression. It can be upgraded to SD uncompressed or to a full HDCAM and uncompressed HD System. As your requirements grow, so will your XPRI.

Call Videoscope today to book your personal demo.

**xpri™**



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in Toronto, Montreal, Quebec City, Edmonton, Calgary and Vancouver. Although Mazda purchased the Flat Screens from Videoscope's sales division, the rentals division installed and dismantled the equipment in the various cities.

According to CDA Inc.'s Terry Holgate: "The display called for a dynamic slim lined monitor that would not overpower the custom built nature of the exhibit. We were provided with exactly that. The additional expertise and customer service provided by Videoscope was added value that was greatly appreciated."

Mazda was the first customer to take delivery of this new model in Canada. For more information about trade show rentals or installation, contact your local Videoscope office.

# What's New at Epson?

*New EPSON PowerLite 730c Offers Industry's Best Brightness-to-Weight Ratio at 2,000 ANSI Lumens and PowerLite 720c at 1,500 ANSI Lumens*



They're the lightest 3-LCD projectors ever made with the greatest brightness-to-weight ratio currently on the market. EPSON, the world leader in high performance projectors, has once again launched a new and breakthrough line of projectors for mobile presenters with the EPSON PowerLite 730c and EPSON PowerLite 720c. With brightness rated at 2,000 ANSI lumens, the EPSON PowerLite 730c takes the throne as the industry's brightest projector in the sub-4.4 pound category, while the new PowerLite 720c offers the same advanced features with 1,500 ANSI lumens of brightness.



Call a Videoscope representative for a demonstration today!



## Videoscope Helps Fight Crime

The 6th Annual Chief of Police Dinner, held at the Metro Toronto Convention Centre, helps to raise funds for the Crime-Stoppers program in Toronto. Videoscope was hired by Base Consulting and Management Inc. (a Toronto conference and events management company and the organizers of the event) to provide sound, lighting, projection, and staging. This Annual Chief of Police Dinner is the highlight of the fund raising campaign and raises approximately \$100,000.

Rental & Sales

Broadcast Video

Audio Visual Equipment

Professional Video Cameras

Professional Video Tape

Computer Projection

Staging

System Integration

Technical Support Services

Multi-Media for Boardroom  
and Commercial Installations

Webcasting

Contact us at  
[sales@videoscope.com](mailto:sales@videoscope.com)  
for sales or rental details.

Check out our  
new website!

It's new. It's improved.  
Visit us at [www.videoscope.com](http://www.videoscope.com) and  
check out our new service offerings,  
and what we can do for you.



# Customers Ask . . .

## SONY HDCAM

**What is the maximum recording time in the SONY HDCAM format?**

A large cassette can record 124 minutes of SONY HDCAM material in the 60i mode. However, this capacity increases to 155 minutes if the material is recorded in the 24P mode.

**Can SONY HDCAM VTRs record a progressive signal?**

Yes, the SONY HDW-F500 can record in five progressive modes and two interlace modes: 1080/23.98, 1080/24, 1080/25, 1080/29.97 and 1080/30. Additionally, it will record at the following interlace modes: 1080/59.94, 1080/60 and 1080/50. One of the advantages of recording at 1080/24 (or 1080/23.98) is that it has become the universal format for international exchange as determined by the ITU. Therefore, it would be easy to down convert to 720P from a master created at 1080/23.98. In fact, in the near future, the SONY HDW-2000 series will offer an optional 720P/480P progressive card for this very purpose.

## Video

**Which models can operate in the 24P model?**

The SONY HDW-F500 is the only model that supports 24P.

**Can I get a down converted signal directly out of a SONY HDCAM VTR?**

Yes. The SONY HDW-F500 requires the optional down convert card, SONY HKDV-501A. The SONY HDW-500 requires the down convert card, SONY HKDV-501. The SONY HDW-250 portable SONY VTR has built-in down conversion suitable for monitor quality. The SONY HDW-2000, SONY HDW-M2000 and SONY HDW-M2100 come equipped with studio-quality down conversion as standard features.

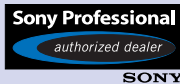
**Are there various viewing modes for the down converted output?**

Yes. All of the down converters offer edge crop, letterbox and squeeze modes.



## Exhibit Booth Draw

As a supplier and long time supporter of MPI, Videoscope attended The Meeting Professionals International, North-Eastern Conference and Trade Show recently held at The Metro Toronto Convention Centre. The focus of MPI is to bring together suppliers and planners in the meetings industry. Carolyn Luscombe, President of Eclectic Events International, went home the lucky winner of a New Sony DVD Player, compliments of Videoscope.



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