

SheerVideo for Mac Intel and UB

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Press release from: [BitJazz Inc.](#)

BitJazz Delivers Mac Intel & Universal Binary Editions of SheerVideo, Cross-Platform Real-Time Nondestructive Video Codec for Professional Film and Video Production and Postproduction

MARIN, California - February 16, 2007 -- BitJazz Inc. has released the long-awaited Mac Intel and Mac Universal Binary editions of SheerVideo™, their revolutionary cross-platform real-time lossless software video codec. Introduced in 2003 as the fastest video codec in the world, SheerVideo lets users work twice as fast at half the uncompressed file size, with absolutely perfect fidelity to the original video and digitized film. The ultrafast nondestructive power of SheerVideo saves time, space, and money in professional video and film production and archival workflows, while faithfully preserving every single bit of image information.

With the introduction in 2004 of BitJazz's unique Synchronomy color-conversion technology, recognized as the most accurate color-space converter in the world, SheerVideo users have been able to convert between RGB and Y'CbCr color spaces completely nondestructively — a feat previously considered impossible. This means that one can edit film and CGI footage in applications designed for video, and edit video footage in film & CGI applications, repeatedly, without any loss of image information. With its direct lossless support for all professional pixel formats for video (Y'CbCr[A]) and digitized film & synthetic imagery (RGB[A]), both with and without alpha, in high (10-bit) and standard (8-bit) precision, full-range and video-range, uniformly sampled (4:4:4[:4]) and 1:2 chroma-subsampled (4:2:2[:4]); at any resolution, including HD (high definition) and SD (standard definition), NTSC, PAL, & SÉCAM; 4:3 & 16:9, progressive and interlaced, SheerVideo has become the most versatile codec in the world, directly supporting far more formats than any other codec.

The new SheerVideo for Mac Intel edition lets SheerVideo run in native mode on the new Intel Mac systems, while the Universal Binary edition runs both in native Intel mode and in Rosetta PowerPC emulation mode, as well as on any PowerPC running Mac OS X. These products join the existing lineup of editions for Windows PC, Mac PPC, and Mac Classic. This initial release takes full advantage of multiple cores and multiple processors on Mac Intel platforms, as SheerVideo already did for Mac PPC, where it also takes advantage of the AltiVec vector processing capabilities of the G4 and G5. A subsequent release will add MMX+SSE vector optimization for a further boost in performance on Intel processors. Designed to facilitate the interchangeability of studio-quality video, film, and CGI image formats in professional video and film production and postproduction, SheerVideo permits editors to switch between their preferred tools on their preferred platforms with unrivalled speed, quality, and flexibility.

“With its speed, power, perfect quality, and flexibility, SheerVideo has everything going for it. This codec should take over the world.” —Michael Horton, LAFCPUG

price and availability

SheerVideo is available for Mac and Windows at www.bitjazz.com/. SheerVideo Reader is free for all platforms. SheerVideo Pro is available now for \$149 for Windows PC, Mac Intel, Mac PPC, or Mac Classic, and can be downloaded and evaluated for free for 20 days of use. SheerVideo Pro for Mac UB is available for \$179, and can likewise be evaluated gratis for 20 days. Customers who have already purchased SheerVideo Pro for Mac OS X will receive a complimentary upgrade to the Universal Binary edition upon request. Available now for QuickTime on both Mac and Windows, a Windows Media (AVI) edition is also in beta and is scheduled to be released within a month. BitJazz is currently seeking beta testers for the Windows AVI edition.

BitJazz, SheerVideo, Synchronomy, and PhotoJazz are trademarks of BitJazz Inc. All other product names and company names are trademarks of their respective owners. Patents pending on SheerVideo and Synchronomy technologies.

BitJazz Inc. is the market leader in lossless image compression and conversion technology. The company first made headlines in 1998 with PhotoJazz, a revolutionary nondestructive image codec whose compression power of 2.5 for real-world imagery leapfrogged PNG's previous record of 1.8. SheerVideo was launched in July 2003. For additional company and product information, please visit www.bitjazz.com/.

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