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HD TOOL KIT

www.promax.com/hdtoolkit

(800) 977-6629

Top Ten Reasons To Switch To HD

1) Larger resolution and better image.

An HD image is a much larger resolution, resulting in better looking footage. Even if you are finishing and delivering in SD, a project shot in HD can result in a better looking master.

2) Many Networks are now only accepting HD submissions.

Most networks that are now broadcasting in HD are no longer accepting shows shot in SD. (Note: Many Networks will only accept shows mastered to 1080i 59.94 and NO up-converted material.)

3) Consumers are now accustomed to and ready to take delivery of HD content.

Consumers drive the market, and if they can record in HD with a \$700.00 Handycam then why can't you?

4) SD will be going away.

Standard definition continues to be phased out as a broadcast standard, even if you're not ready to make the jump yet, now is the time to start investigating the format so that you are not going to be left behind.

5) Separate yourself from your competition.

What better way to separate yourself from your closest competitor than to offer a higher quality product. In some instances you may find that you are merely keeping up.

6) Workflows are now defined and supported.

Most workflows for HD, including tapeless are now supported natively within the most popular editing platforms. Gone are the days of wondering exactly how you were going to ingest and edit.

7) HD costs are down.

A few years ago it was cost prohibitive to start shooting in HD. But costs are down and competition in the marketplace is up.

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8) HD is everywhere now.

HD is no longer just for high end productions and commercials that used to shoot on film. Many programs are now being shot in HD, even corporate marketing and training videos.

9) HD is extremely flexible

No, not in the way your Yoga teacher is, but HD can be repurposed and reused in a variety of ways, from broadcast to web. It won't be obsolete when you want to use that cool skateboarding dog footage in a future project.

10) The intangible cost of tape

There are literally millions of tapes being produced and shipped each year. Imagine the life cycle of a single video tape and the environmental impact; from production, to packaging, to disposal. Multiply this environmental impact by millions each year and it can really make a difference.