



## NEWS RELEASE

### **CODEX DIGITAL REVEALS NEW PRODUCTS IN COMPLETE CAMERA-TO-POST TAPELESS WORKFLOW**

Codex customers report new levels of productivity and creativity

**IBC 2008, Sept 12<sup>th</sup> 2008, Stand 11.B58** – Codex Digital ([www.codexdigital.com](http://www.codexdigital.com)), specialist in high-resolution media recording and workflow systems, today revealed brand new products that support complete camera-to-post tapeless workflow. With these new releases, the family of Codex workflow systems now comprises three product types – Recorders, Transfer & Backup, and Delivery systems. And as Codex customers are reporting, these can be used individually, or together, in a unified, tapeless workflow, to deliver unprecedented levels of efficiency, productivity and creativity for a broadcast TV and digital motion picture production.

With the IBC 2008 announcement of the new Codex On-Camera clip-on, solid-state recorder, Codex Digital offers a range of recorders covering all digital production applications – from broadcast studio work to the very highest cinema quality recording. Together, the On-Camera, set to ship in Spring 2009, and the award-winning Portable and Recorder systems, all provide hours of continuous recording and revolutionary ways of using the results on set and in post production.

Brand new Transfer & Backup units allow users to make everything from simple backup copies to full production deliverables, directly on set or from a location office. As with all Codex products, the Backup and Transfer units transfer materials much faster than real-time.

For final delivery Codex Digital has announced the Lab, a modular digital-film-lab-in-a-box. It offers enormous recording capacity, and provides all of the deliverables needed for production, post and archive processes. The Lab integrates seamlessly with the Backup and Transfer stations as well as Codex Portable and Recorder diskpacks.

“The Codex workflow is an end-to-end, camera-to-post system that makes production and post easier and more efficient than ever before,” said Paul Bamborough, a co-founder of Codex Digital. “Today, all post-production is done on computers. When material is recorded to tape or film it has to be copied, recopied, ingested and logged before it can be used. That’s not a flow. It’s a barrier, just a way of delaying post-production. So we offer a family of products that deliver a unified, tapeless workflow from camera-to-post, that let people work way they want to work – whether it’s broadcast TV or cinema. Codex workflows permanently remove traditional delays and bottlenecks.”

A Codex workflow was implemented for the production of *Grandpa In My Pocket*, a 26 x 12mins children's TV series produced by Adastra Creative for BBC Cbeebies. "The Codex workflow is fantastic. I've never worked with anything so fast or flexible before. Going tapeless with Codex considerably reduced our post production time and costs, and meant we could achieve fast turnaround times on edits and effects shots," said Jon Rennie, head of visual effects at Dinamo Productions, who was VFX supervisor on the production.

Speaking about the Codex Portable, cinematographer Geoff Boyle commented, "Occasionally a product comes along that is just so right, that you don't know what to say about it except... 'Yes'. But the Codex Portable isn't just a recorder, it is part of a well-thought-out system that eases workflow from the camera to post-production."

The Camera Rental Company in Copenhagen, Denmark, has just purchased a Codex Portable for use on broadcast, commercials and feature film projects. It will be used immediately, in conjunction with a Codex Back Up station and Recorder on the Danish feature *No Plans for Love*, which begins principal photography on September 15<sup>th</sup>.

"There have been other approaches made towards high-quality workflow systems for professionals, but Codex is by far the best. We expect it will be a very popular item amongst our clients across broadcast and advertising, as well as digital feature films," said Thomas Kristensen, founder of The Camera Rental Company.

– 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, On-Camera, Transfer & Back Up Stations and Lab systems, the company is setting new standards for end-to-end production workflow. For more information please visit [www.codexdigital.com](http://www.codexdigital.com).

**Editor's Note:**

The product names and registered trademarks mentioned in the news release are each the property of their respective owners.

**Press Contact:**

For further information please contact...

Ron Prince      Prince PR      T: +44 1225 789 200      E: [ronny@princepr.com](mailto:ronny@princepr.com)