

Distribution

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Reseller Version Requested (select one)

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 Reseller Version

New Product Announcement Number DES-081

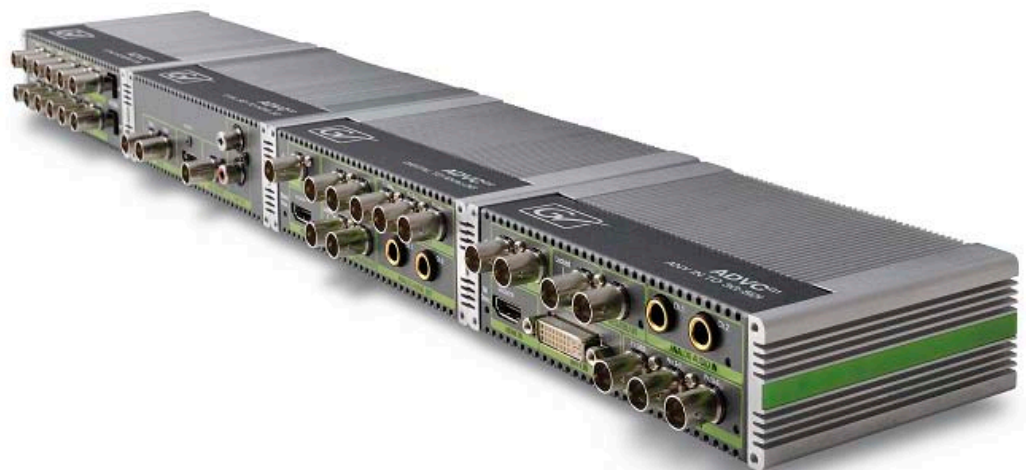
- New Product Launch**
Product Change or Options
New Service Product

Introducing the new ADVC G-Series

Effective Date: March 1, 2011**New professional / broadcast converter products****overview**

This new series of affordable, multi-purpose digital video converters are at the leading edge of technology, and the latest additions to the renowned ADVC family.

Housed in a practical, robust and compact 1/3 RU form factor, these four converters tackle a variety of different A/V tasks and are particularly well suited to events and staging, corporate AV centers, and broadcast display applications.



Positioned as the modern lineup of video converters/scalars, the ADVC G-Series offers features substantially beyond a traditional mini converter. The G-Series is packed with the latest high-end converting and scaling technology, provided at an affordable price.

This converter/scalar line-up fits a wide range of professional use (wedding, house of worship), live event, post-production, and broadcast applications.

Key Features:

ADVC G1

Any in to (3G) SDI:

- Converts any type of connection to SDI
- Incorporates latest 3G technology

Feature-rich at an affordable price:

- Latest technology up-scaling
- Integrated frame synchronizer

Multi-purpose converter:

- DVI input with PC resolution support
- Audio inputs for audio embedding

ADVC G2

Latest technologies all in one box:

- Full 3G support (up to 60p)
- Integrated HDMI input

Feature-rich at an affordable price:

- Down-scaling with manual on/off
- Integrated frame synchronizer

Multi-purpose converter:

- HDMI input for latest camcorder connections
- Audio outputs for audio de-embedding



ADVC G3

The best tool for 3D!

- Selectable muxing patterns: top-and-bottom, side-by-side, and frame-packing

Incorporates the latest technology:

- Full 3G support (up to 60p)
- HDMI 1.4a support

Multi-purpose converter:

- 3D multiplexer
- (3G) SDI to HDMI converter

ADVC G4

The best compact sync generator:

- High-quality signals
- Full format support

Customizable output:

- Select SD or HD in groups of 3
- Simultaneous SD and HD outputs

Feature-rich at an affordable price

- Reference in for expansion
- 48 kHz wordclock, DARS audio

target market

The ADVC G-Series suits literally any market where professional or broadcast video equipments are used.

Their flexible functionality such as multiple I/O conversion, scalar, frame synchronizer will quickly become the only conversion tool needed in most cases.

ADVC G1

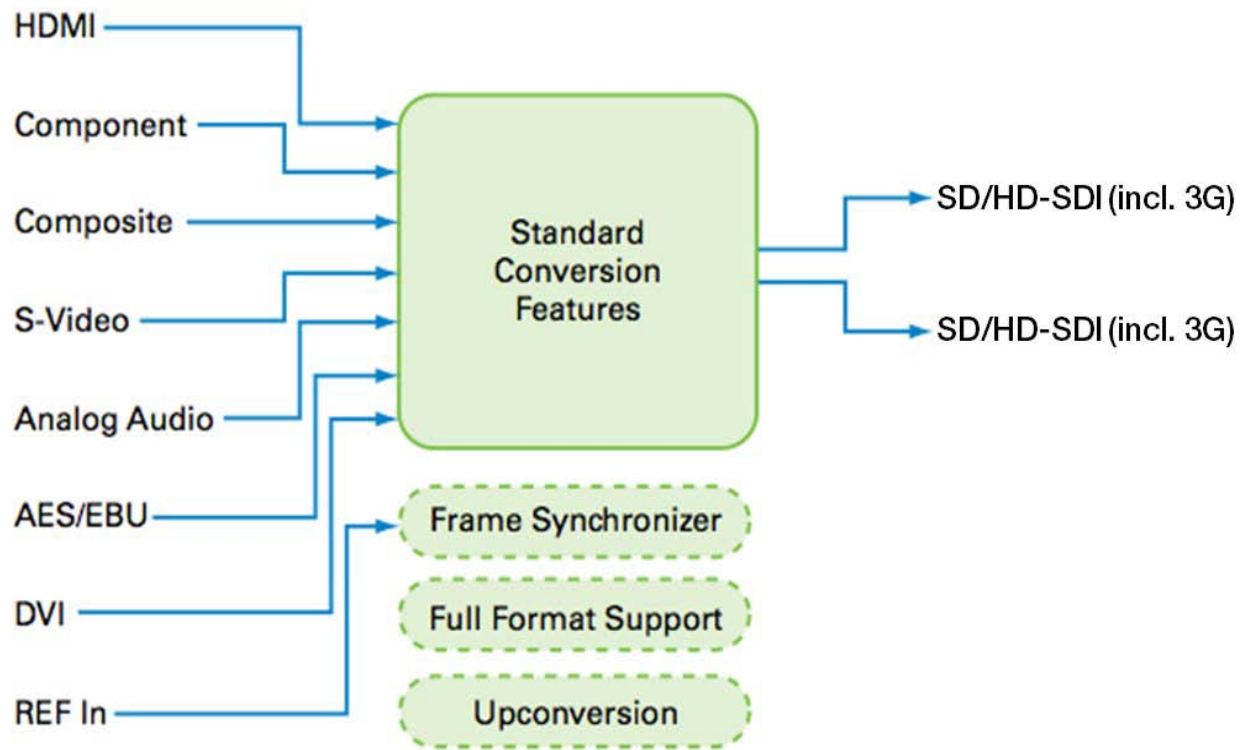
Any In to SDI

Multi-Functional Converter/Scalar with Frame Synchronizer



The ADVC G1 is a compact and competitively priced converter, designed to convert and/or upscale any kind of professional/broadcast signals to HD/SD-SDI with the full support of the latest 3G technology.

The ADVC G1 will convert and/or upscale, at the user's choice, sources from HDMI, DVI, component, composite, S-Video, AES/EBU, and analog audio to HD/SD-SDI (incl. 3G/1.5G support). With its audio inputs, the ADVC G1 can also be used as an audio embedder. It also features a reference input which can serve as a frame synchronizer for the analog inputs, eliminating the need to purchase separate expensive equipment.



ADVC G2

HDMI & SDI to Analog & SDI

Multi-Functional Converter/Scalar with Frame Synchronizer

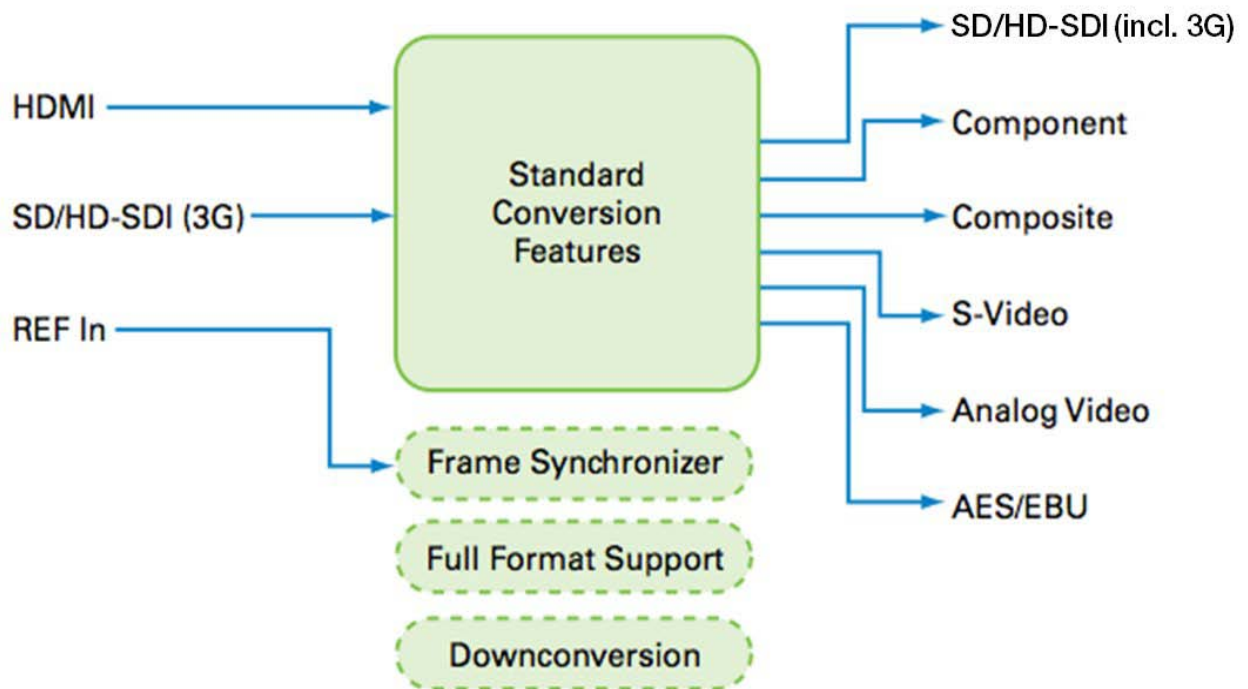


**INFORMATION FOR
AUTHORIZED PARTNERS ONLY**

Like other members of the ADVC G-Series family, the ADVC G2 combines the latest conversion technologies in a compact 1/3 RU form factor. Featuring HDMI and HD/SD-SDI (3G/1.5G support) inputs and HD/SD-SDI (3G/1.5G support), component, composite, S-Video, AES/EBU, and analog audio outputs, the new ADVC G2 plays the role of many converters for the price of one.

The ADVC G2 also features 3G support, down-scaling, and a frame synchronizer, which becomes very handy when, for example, connecting the SDI output to a switcher.

The ADVC G2 can be used as a monitoring device for HDMI and HD/SD-SDI sources, but it can also act as an HDMI to HD/SD-SDI (3G/1.5G support) converter. The AES/EBU and analog audio outputs, used for audio de-embedding, are a welcome feature in most monitoring applications.



ADVC G3

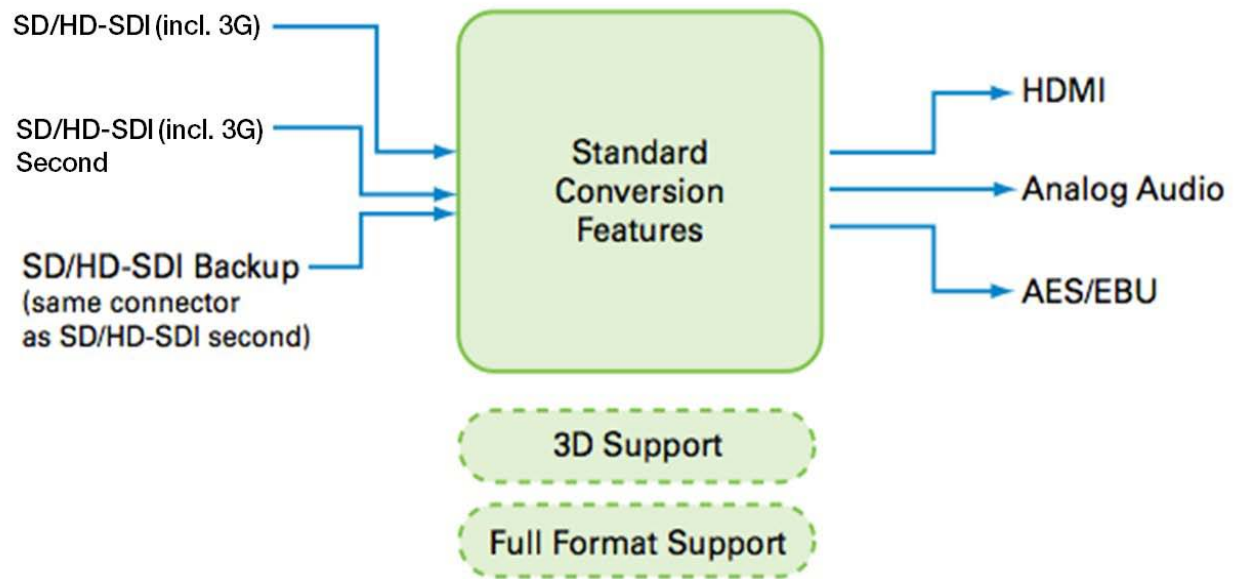
Dual SDI to HDMI 1.4 Converter/Multiplexer with 3D Support



The ADVC G3 is a fully featured HD/SD-SDI to HDMI converter with 3G technology and the latest HDMI 1.4a connection support, designed to fulfill the demands of 3D monitoring and multiplexing.

The ADVC G3 can be used as a standard HD/SD-SDI to HDMI converter, but also features a second SDI input which can be used for left-eye/right-eye inputs. The ADVC G3 will, in real time, multiplex the two left-eye/right-eye signals for a 3D output through HDMI.

The analog audio and AES/EBU outputs, used for audio de-embedding, are a welcome feature in monitoring situations, for both 2D and 3D content. The ADVC G3 features 3D multiplexing technology supported by HDMI1.4a (Side-by-Side, Top-and-Bottom, and Frame Packing), which can be turned on and off manually.



ADVC G4

Sync Generator with Reference In



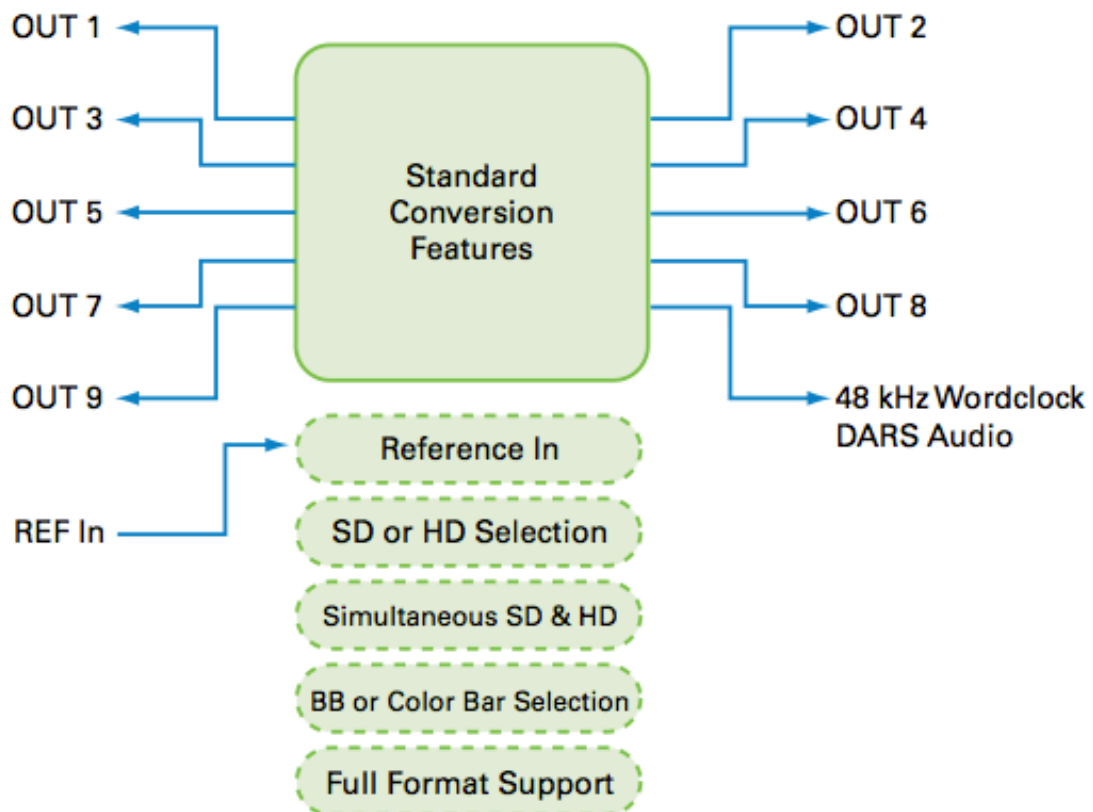
The ADVC G4 is more than just a compact and robust sync generator.

While most competitive products have only six outputs and restrictions on SD and HD signals, the ADVC G4 has nine outputs that can be individually controlled in groups of three.

For example, three outputs can be SD, the other six can be HD, or vice versa.

The ADVC G4 also includes a 48 kHz wordclock as well as a reference input, which allows it to slave lock another G4 when more than nine outputs are needed, or when an extension from the main system is necessary.

The ADVC G4 features the highest signal quality, best functionality, and the most comprehensive format support in the compact sync generator market.



ADVC G-Series I/O and Format Comparison Guide

	Model	ADVC G1	ADVC G2	ADVC G3	ADVC G4
	Description	Any In, SDI Out	SDI & HDMI In to Analog & SDI	2 x SDI to HDMI 1.4 with 3D support	Sync Generator with Reference In
Input	HD-SDI / SD-SDI	No	Yes	Yes (2)	No
	HDMI	Yes	Yes	No	No
	DVI	Yes	No	No	No
	Analog RGB	Yes	No	No	No
	Component	Yes	No	No	No
	S-Video	Yes	No	No	No
	Composite	Yes	No	No	No
	Analog Audio	Yes	No	No	No
	AES/EBU	Yes	No	No	No
	Ref In (frame synchronizer)	Yes	Yes	No	Yes
Output	Upconversion	Yes	No	No	No
	Downconversion	No	Yes	No	No
	HD-SDI / SD-SDI	Yes (2)	Yes (2)	No	No
	HDMI	No	No	Yes	No
	3D Muxing	No	No	Yes	No
	DVI	No	No	No	No
	Analog RGB	No	No	No	No
	Component	No	Yes	No	No
	S-Video	No	Yes	No	No
	Composite	No	Yes	No	No
	AES/EBU	No	Yes	Yes	No
	Analog Audio	No	Yes	Yes	No
	Ref Out	No	No	No	Yes (9)
Format Support	PAL / NTSC	Yes	Yes	Yes	Yes
	PC Resolution	Up to 1920 x 1200	No	No	No
	1080i50	Yes	Yes	Yes	Yes
	1080i59.94	Yes	Yes	Yes	Yes
	1080i60	Yes	Yes	Yes	Yes
	1080p23.98	Yes	Yes	Yes	Yes
	1080p24	Yes	Yes	Yes	Yes
	1080p25	Yes	Yes	Yes	Yes
	1080p29.97	Yes	Yes	Yes	Yes
	1080p30	Yes	Yes	Yes	Yes
	1080p50	Yes	Yes	Yes	No
	1080p59.94	Yes	Yes	Yes	No
	1080p60	Yes	Yes	Yes	No

ADVC G-Series I/O and Format Comparison Guide

	Model	ADVC G1	ADVC G2	ADVC G3	ADVC G4
	Description	Any In, SDI Out	SDI & HDMI In to Analog & SDI	2 x SDI to HDMI 1.4 with 3D support	Sync Generator with Reference In
Format Support (cont.)	720p23.98	Yes	Yes	Yes	Yes
	720p24	Yes	Yes	Yes	Yes
	720p25	Yes	Yes	Yes	Yes
	720p29.97	Yes	Yes	Yes	Yes
	720p30	Yes	Yes	Yes	Yes
	720p50	Yes	Yes	Yes	Yes
	720p59.94	Yes	Yes	Yes	Yes
	720p60	Yes	Yes	Yes	Yes
	1080psf23.98	Yes	Yes	Yes	Yes
	1080psf24	Yes	Yes	Yes	Yes
	1080psf25	Yes	Yes	Yes	Yes
	1080psf29.97	Yes	Yes	Yes	Yes
	1080ps30	Yes	Yes	Yes	Yes
	1035i59.94	No	Yes	Yes	No
	1035i60	No	Yes	Yes	No
Input Signals	SMPTE 259M	No	Yes	Yes	No
	SMPTE 292M	No	Yes	Yes	No
	SMPTE-424	No	Yes	Yes	No
	YPbPr (SD)	Yes	No	No	No
	EBU-N10 (SD)	Yes	No	No	No
	Betacam (SD)	Yes	No	No	No
	YC (SD)	Yes	No	No	No
	YPbPr (HD)	Yes	No	No	No
	HDMI	Yes	Yes	No	No
Output Signals	SMPTE 259M	Yes	Yes	No	No
	SMPTE 292M	Yes	Yes	No	No
	SMPTE-424	Yes	Yes	No	No
	YPbPr (SD)	No	Yes	No	No
	EBU-N10 (SD)	No	Yes	No	No
	Betacam (SD)	No	Yes	No	No
	YC (SD)	No	Yes	No	No
	YPbPr (HD)	No	Yes	No	No
	HDMI	No	No	Yes	No

service/warranty

Warranty:

Grass Valley warrants that the products purchased will be free from defects in materials and workmanship for the period ending at the earlier of one (1) year from the date of installation or fifteen (15) months from the date of shipment. Service parts and repair warranty is 90 days from date of shipment.

Support:

For America customers, contact the Call Center at 1-800-547-8949, option 2 or 530-478-4148.

pricing

SKU (part number)	Product Name	Description	List Price US \$
602265	ADVC-G1	Any In to SDI Multi-Functional Converter/Scalar with Frame Synchronizer	\$1,199.00
602272	ADVC-G2	HDMI & SDI to Analog & SDI Multi-Functional Converter/Scalar with Frame Synchronizer	\$999.00
602289	ADVC-G3	Dual SDI to HDMI 1.4 Converter/Multiplexer with 3D Support	\$999.00
602296	ADVC-G4	Sync Generator with Reference In	\$699.00

discount structure

Standard contract discounts apply.

contact

Contact your Grass Valley Account Executive.