

Boinx Software introduces BoinxTV 1.0

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Live-production software turns your Mac into a TV studio "for the rest of us". Boinx Software announced today BoinxTV 1.0, a live-production app for video podcasters that turns any recent Mac into a TV studio. BoinxTV is an audiovisual mixing application for recording high quality video podcasts, and more using just your Mac and up to three cameras. BoinxTV makes it easy to create professional 'TV style' recordings, setting a new quality level in the production of video podcasts.

Munich, Germany - Boinx Software announced today BoinxTV 1.0, a revolutionary live-production software for video podcasters that turns any recent Mac into a TV studio. BoinxTV is an audiovisual mixing application for recording high quality video podcasts, sports events, concerts, interviews, sermons, lectures, seminars and more using just your Mac and up to three cameras. With its innovative user interface, BoinxTV makes it easy to create professional 'TV style' recordings, setting a new quality level in the production of video podcasts.

"A few years ago I visited a production control room in a television studio - and was intrigued by the sight of all the monitors, effect generators and video mixers," remembers Oliver Breidenbach, CEO of Boinx Software. "I wondered if we could do all that 'in software' as Macs become more powerful. Well, Boinx Software joined forces with TheCodingMonkeys, and we did it. With BoinxTV, video podcasters now can create professional-looking shows. And they can do it live, without spending hours in post-production afterwards. BoinxTV is a real game changer."

"The first time I saw BoinxTV I knew this would change the way I'd create video podcasts forever", says Bastian Wifle, host and producer of the DigitalUpgrade video podcast. "Before BoinxTV, I spent countless hours refining my recording with Final Cut Pro. No more! As I can add all the effects and titles during the live recording, I'm basically done when the recording finishes. This means I can produce more shows in the same time, or spend more time with my family."

Ease-of-use An easy to use interface allows a single person to operate BoinxTV during the recording session. After the starting of BoinxTV, the user can choose from the many predefined templates, or one he previously created, making it easy to produce, for example, a news show. In education, BoinxTV opens new horizons for school TV whether students are recording a sport event or setting up an interview with two cameras. In enterprise, BoinxTV can be used by sales managers who want to address their staff in a weekly podcast. And because it runs on a MacBook Pro it can be used in the field as well as in a studio.

Familiar layer concept BoinxTV uses various inputs like video cameras, microphones, and pre-recorded material like movies and sound clips. Those inputs can be used in any number of 'layers' that can be stacked on top of each other, toggled on and off and dynamically controlled. Multiple layers - for example a ticker tape, a station logo, lower thirds and others - can be placed on top of a video source, creating a professional looking result 'as seen on TV'.

Live recording Interactive controls allow one to change important aspects of every layer - for example a movie, a title, the caption of a lower third - on the fly while the show is being recorded. The movie can either be encoded directly to a QuickTime movie for later post-processing (e.g. with Apple Podcast Producer) or be played fullscreen on a dedicated monitor. Combined with third-party hardware as the Matrox MXO, BoinxTV delivers broadcast-quality output.

Say goodbye to post-production Video podcasters currently have to spend many hours editing their takes to get a professional looking result. Post production is a time-consuming part of their workflow. BoinxTV reduces the overall production time dramatically as cuts, graphic effects, titles and more can be applied during the recording of the show.

Broadcast-grade features BoinxTV ships with more than 30 professional layers (video switcher, RSS crawler, lower third, interview setup, and others), and can be extended by custom layers designed with Apple's Quartz Composer software, which comes free with Mac OS

X. Advanced chroma keying makes BoinxTV a valuable production solution in podcast studios with green screens and lighting rigs.

Live-production 'for the rest of us' BoinxTV leverages advanced Mac OS X system technologies to achieve in software what would otherwise require expensive hardware in a traditional studio. And with all the 'real stuff' available in BoinxTV, video podcasters can create shows in a higher production quality in less time at a fraction of the cost.

Availability and Pricing:

BoinxTV is available immediately for download. In demo mode, BoinxTV can be used for 5 days. The single license of BoinxTV is available for \$499 (USD) at the Boinx Kagi Store. The BoinxTV Sponsored Edition for \$199 (single license) requires a credit for BoinxTV in every video created with BoinxTV. For education and volume licensing (multi-seat) of BoinxTV, please contact Boinx Software.

*BoinxTV requires a Power Mac G5 or Intel based Macintosh with discrete graphics running Mac OS X Leopard. Full system requirements and more information on BoinxTV can be found online.

About TheCodingMonkeys TheCodingMonkeys is a Macintosh software company based in Munich, Germany. It is determined to produce software that stands up to the Macintosh ease-of-use while solving complex problems. TheCodingMonkeys revolutionized real-time text collaboration with the release of SubEthaEdit.

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<http://boinx.com>

BoinxTV 1.0:
<http://boinx.com/boinxtv>

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Boinx Software Ltd. is located in Puchheim, near Munich, Germany. Boinx Software develops

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award winning software for the creative Mac user in animation, movie production and photography. Boinx iStopMotion is the leading solution for stop motion animation and time lapse capture and won the O'Reilly Mac OS X Innovators Award in 2003. Boinx FotoMagico, winner of two Apple Design Awards - "Best Mac OS X Leopard Graphics and Media Application Runner-up 2008" and "Best Mac OS X User Experience Runner-up 2006", is a presentation tool for professional photographers. Boinx PhotoPresenter, winner of the Apple Design Award 2005 "Best Mac OS X Student Product", is a quick slideshow tool with pre-built templates. BoinxTV is a revolutionary live production software that turns any Mac into a TV studio. Boinx Mousepose is the indispensable mouse pointer highlighting tool for everyone doing presentations, training or demos.

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