

Blackmagic Design

2022 Overview

September 2022

Alexander Stoyanov

Regional Sales Manager E.Europe

2022

Overview Blackmagic Design



Blackmagic Design is dedicated to allowing the highest quality video to be affordable to everyone, so the post production and television industry can become a truly creative industry.

Grant Petty - CEO, Blackmagic Design

Headquarters in Melbourne , Australia



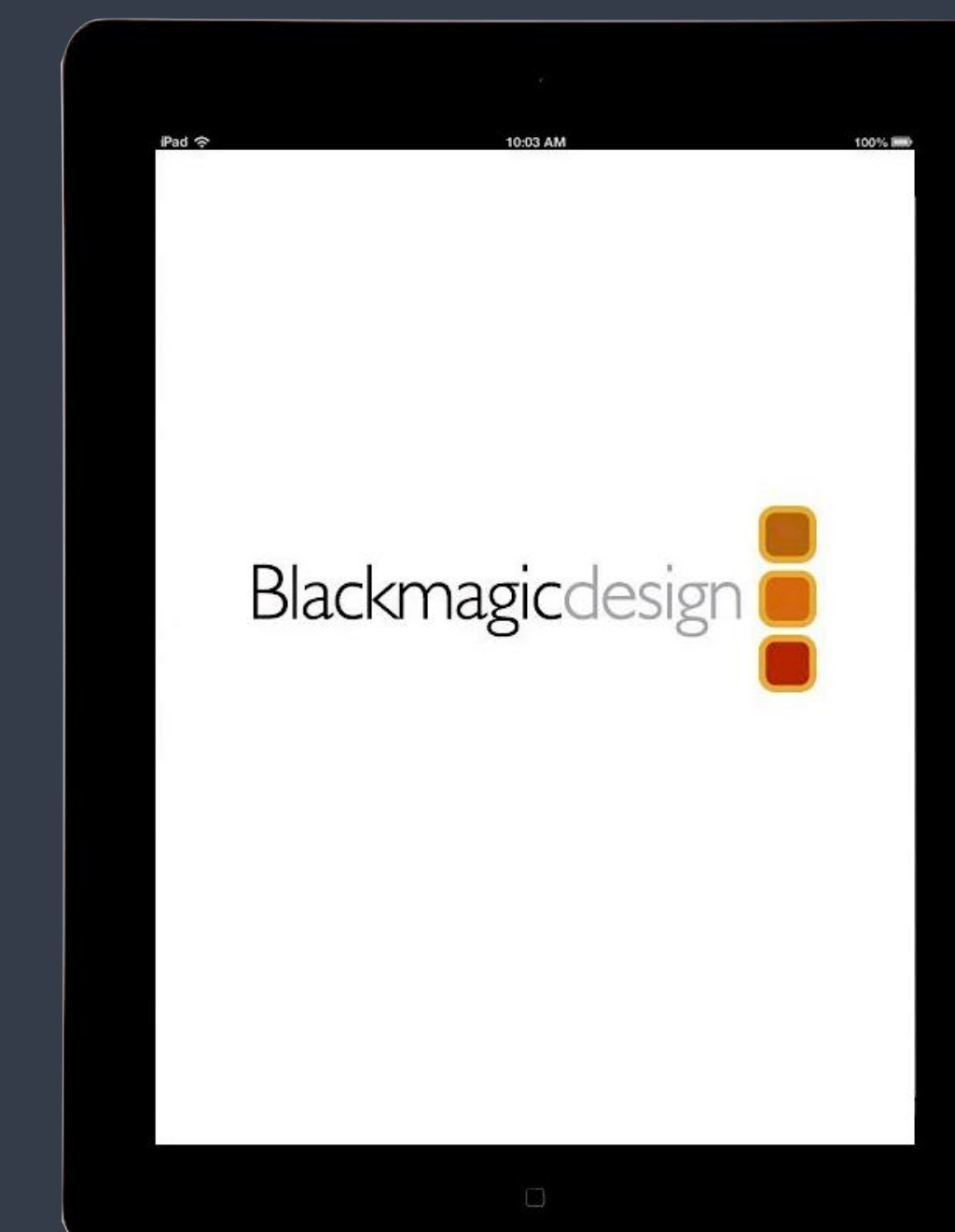
**EMEA HQ in Manchester, UK,
Branch Office in Amsterdam, The
Netherlands**



2022 Overview

Live production is changing

A new landscape for video delivery



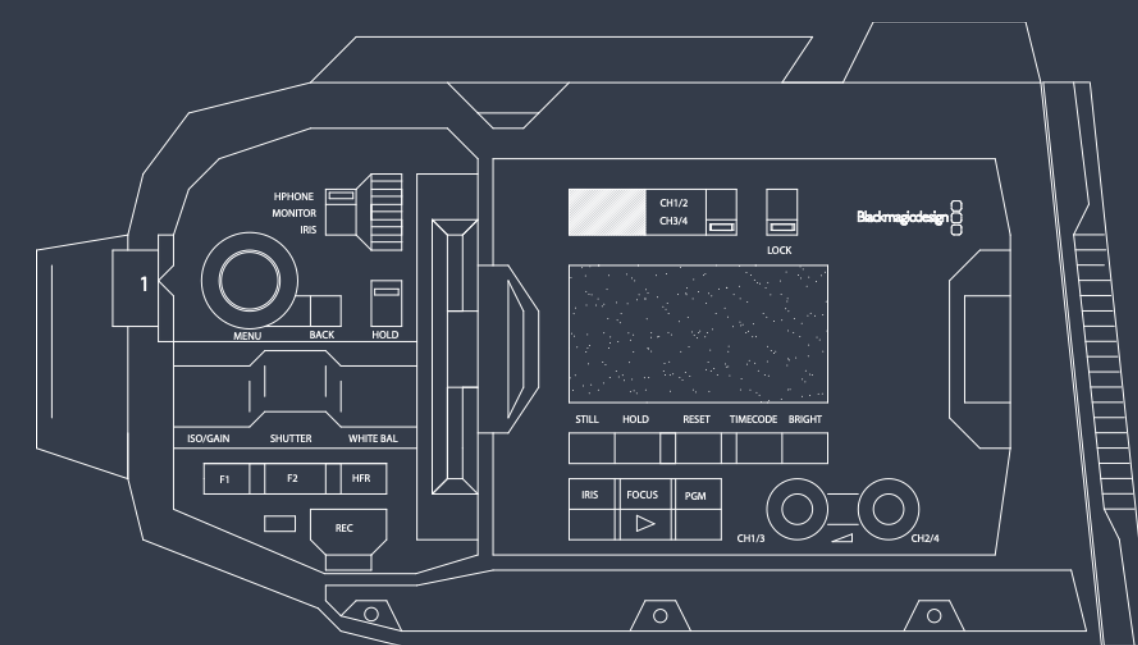
2022 Overview

End to End workflow from Blackmagic Design

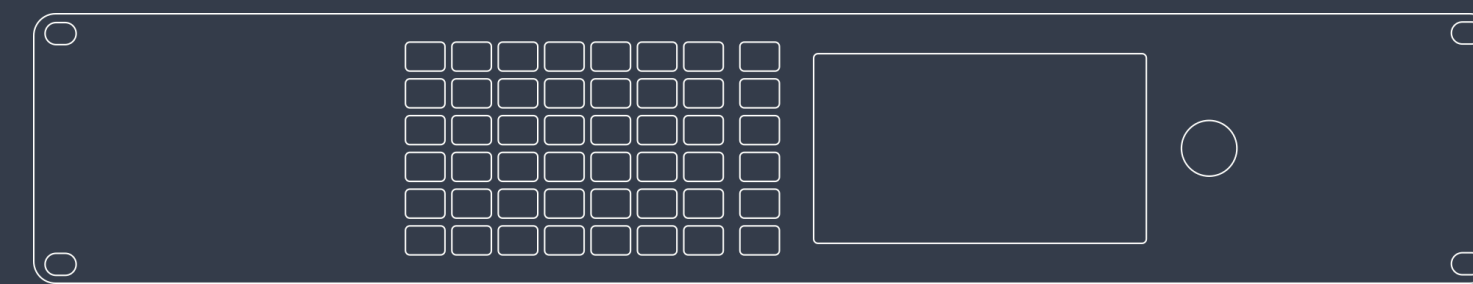
Fully scalable end to end solutions for live broadcast production in
HD, UHD, 4K and 8K

Camer

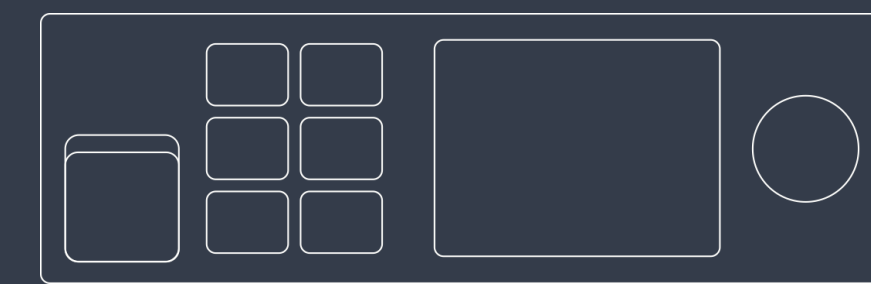
a



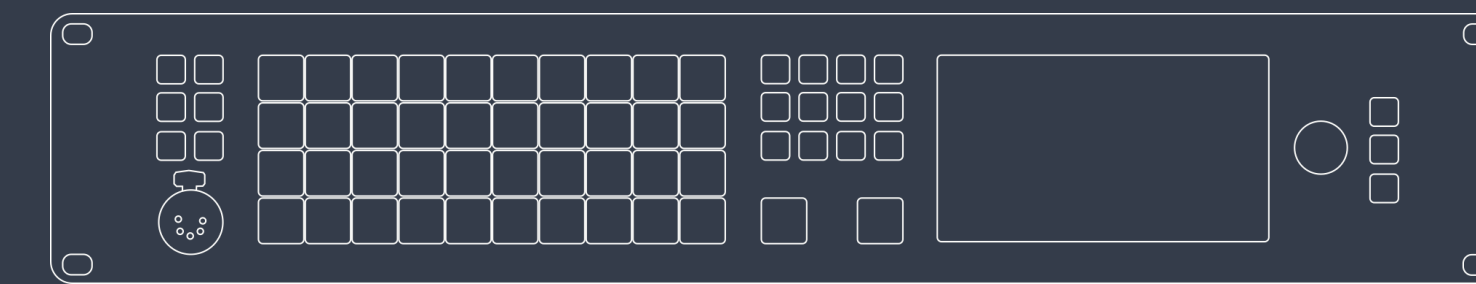
Router



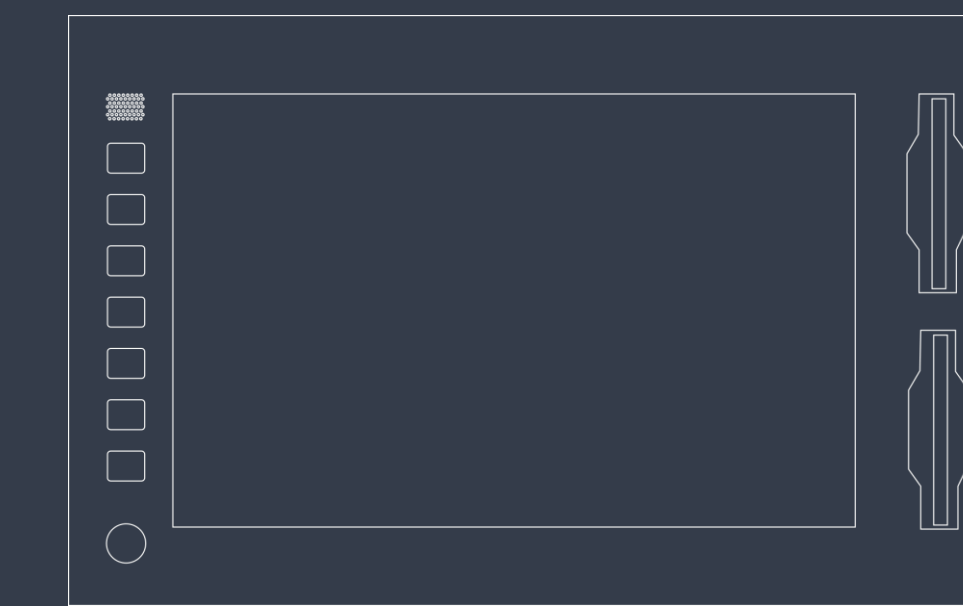
Converters



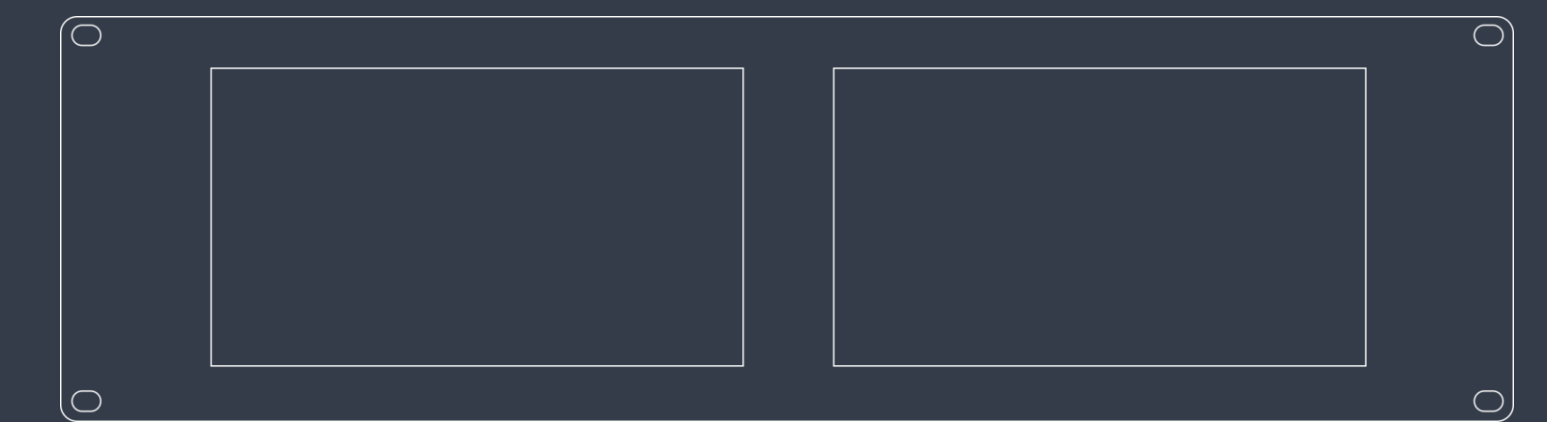
Switcher



Playback/Record



Monitoring





ATEM SDI

Ultra portable live production with advanced broadcast features

ATEM SDI

Three Great ATEM SDI Models!

ATEM SDI is a family of live production switchers designed for broadcasters who need extreme portability! You can use multiple cameras on location and live stream direct to YouTube, or create a broadcast quality link back to a studio with ATEM Streaming Bridge.

A New Generation of Ultra Portable Live Production!

- Easy to Use and Fast to Learn
- Connect up to 8 Broadcast Cameras
- Outputs Webcam for Video Software
- Live Stream via Ethernet on ATEM SDI Pro



ATEM Constellation



ATEM Constellation HD

The world's most powerful HD live production switchers!

ATEM Constelations HD

3 Powerful Models

Entry 1 M/E model with 10 inputs, a 2 M/E model with 20 inputs and a massive 4 M/E model with 40 inputs! Plus each SDI input features a full standards converter! ATEM Constellation includes advanced features such as DVEs, ATEM advanced chroma keyers, media players, multiviews, and SuperSource processors!

Designed for Massive Live Events!

- True Broadcast Style Mix Effects Switching
- Full Front Panel Control
- Hardware or Software Control Panels
- Multiview with Labels, Tally and Meters
- All Features Included.No Hidden Costs!





Blackmagic Studio Camera

The ultimate
self contained live production camera!

Blackmagic Studio Cameras

Two Great Models!

Blackmagic Studio Cameras have the same features as large studio cameras, miniaturized into a single compact and portable design. Plus with digital film camera dynamic range and color science, the cameras can handle extremely difficult lighting conditions while producing cinematic looking images.

Designed for Live Production!

- Revolutionary Studio Camera Design
- Exceptional Low Light Performance
- Four Ways to Connect
- Camera Control via SDI
- Connect and power camera with a single Cat6A Ethernet cable





Blackmagic URSA Broadcast G2

The world's most flexible broadcast camera!

Blackmagic URSA Broadcast G2

Three Cameras in One!

The versatility of the URSA Broadcast G2 enables it to occupy a unique position in the production camera landscape. No other camera can offer the same mix of capabilities and to the same high level to enable them to be used so effectively across multiple applications.

- Single camera for broadcast and corporate production in UHD and HD using traditional 2/3" B4 ENG-style lenses
- System camera channel for multi-camera studio and live events/OB work in UHD and HD
- Cinematic-style production camera using EF mount lenses





Ultimatte 12

An advanced real time compositing processor designed for the next generation of broadcast graphics.

Ultimatte 12

Four Powerful Ultimatte 12 Models

Ultimatte 12 is more than the world's best keyer, it's an advanced real time compositing processor designed for the next generation of broadcast graphics, with HD, Ultra HD and even native 8K support! I

Add an Ultimatte 12 to Each Camera!

- Live Virtual Environments for Broadcast
- Realistic Fixed Camera Virtual Sets
- Automatic Scene Analysis for One Touch Keying
- Free Ultimatte Software Control



Blackmagic Customers

Blackmagic Customers



TSG 1899 Hoffenheim

Future proof Ultra HD 4K
30,000+ seat Bundesliga stadium
Live content to LED big screens
Streaming service to online fans

"We have been really impressed with the quality of content production that can be achieved with the solution, not only within the stadium but also out on the road ... Wherever we are in the world, we can be assured of consistent and high quality production capabilities"



SKY News

UK's largest Pay TV Broadcaster
11 Million Customers
UK General Election Live
200 Live Feeds

"Confidence was high and everyone who had to work with the setup was very pleased with the end result. The Blackmagic based studio took on a very ambitious brief and passed with flying colors."



END