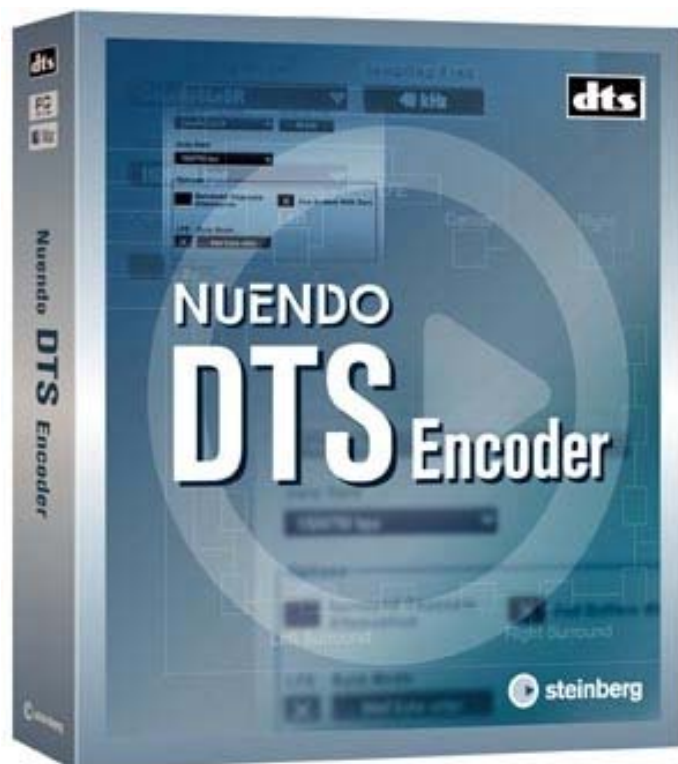
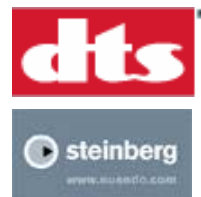


Steinberg Nuendo DTS Encoder

New Product Guide
December 2003



New Product Guide

Nuendo DTS Encoder

Tagline

“The DTS format export option for Nuendo.”

Positioning Statement

“Steinberg’s Nuendo DTS Encoder is an export option to provide Nuendo users the ability to encode their audio material in the DTS format for compatibility with home theatre systems. Currently there are only 2 software DTS encoders on the market, and none of these have such tight integration in a DAW as the Nuendo DTS Encoder.”

Product Summary

The Nuendo DTS Encoder is an export option in Nuendo’s Audio Export dialog.

- Contains license for DVD Video and CD productions
- 44.1 and 48 kHz supported, from mono up to 5.1 surround
- The use of the Coherent Acoustics algorithm guarantees compatibility with all official DTS decoders in home theatre systems
- Preview files allow instant monitoring of the exported files
- Saves as .DTS, .CPT or .Wav file, for diverse end format compatibility like direct DVD burning, DVD Authoring or Audio CD burning

Target Customers

>> Post Production studios

Surround mixes in post studios are often encoded & authored to enable clients to view & listen to the current mix, without the necessity to come to the studio every day. Especially with DVD productions this is becoming a standard way of working.

Another application is that mixing engineers want to know how the encoding and decoding alter the mix, since especially M/S encoded microphone signals are causing problems when encoding: phase and balance might be clearly altered. Not every studio can afford hardware real-time DTS encoders and decoders, so here the Nuendo DTS Encoder comes in to solve the issue.

Another upcoming usage of the DTS encoder is the increasing request to restore and archive old video and film material on DVD. Here the Nuendo DTS Encoder is even a better value for money than the hardware to offer the client this service.

>> Game sound mixers

More and more games have their music and sound effects in DTS format, like EA Games, one of the biggest game developers. Nuendo is already directed to this market, and the optional Nuendo DTS Encoder will certainly enrich the workflow concept Nuendo offers for this user group

>> Music Producers

Many music producers who mix music in surround would like to know how their mix sounds after encoding. Encoding into formats like DTS and Dolby Digital alters the spectrum and balance of the mix. To get a preview of these changes, producers prefer to encode before the mastering stage to adjust the part of the mix that is altered by the encoding process, to get as much grip on the end result as possible. Not every studio can afford hardware encoders for a real-time preview, so here the Nuendo DTS Encoder comes in handy. Further, the rendering method the Nuendo DTS Encoder uses is a faster and easier way to author DVD's or burning CD's for either in-house previews or the much-used "home HIFI check".

>> Multimedia producers

Multimedia is a wide market, with many different approaches, end media and end customers and consumers. Since CD and DVD are the most widely used formats, with interactivity playing a large role, the Nuendo DTS Encoder is a way to get multi-channel sound instantly compatible with most CD and DVD players. Alone the DTS logo adds value to the medium, and pristine sound quality is a method to create an audible impression that listener and viewers will not forget.

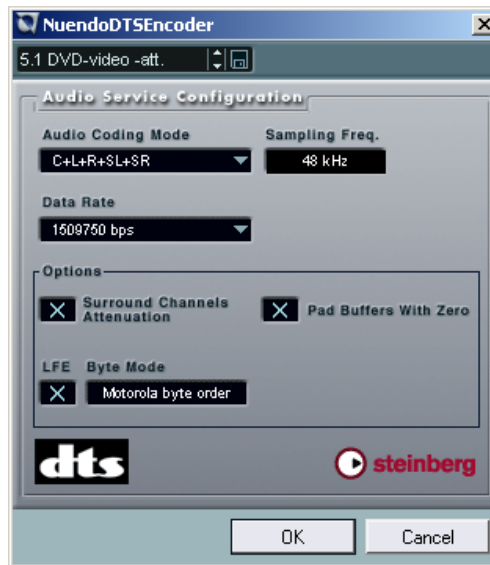
>> Mastering studios

The encoding to formats like Dolby Digital and DTS is mostly done in mastering studios. Good mastering houses try to be as compatible as possible, both on the incoming and outgoing side. Nuendo with its large format compatibility and both Dolby Digital and DTS encoders is a must have for mastering studios. Especially here the faster-than-real-time method of the Nuendo DTS Encoder is a guarantee for fast data transfer.

>> DVD Authoring studios

The DTS format is used mostly on DVD-video. Most commercial releases of popular movies on DVD-video have sound in both Dolby Digital and DTS streams. Therefore, most DVD authoring studios have various audio encoders at hand, to be able to encode any audio file they get. The cinema DTS streams are not compatible with the DVD-video DTS streams used, therefore this can be done in authorized DVD authoring houses.

Product Facts



Main Software:

- Contains license for DVD Video and CD productions
- 44.1 and 48 kHz supported, from mono up to 5.1 surround
- Output resolution up to 24 bit, depending on the input
- The use of the Coherent Acoustics algorithm guarantees compatibility with all official DTS decoders in home theatre systems
- Preview files allow instant monitoring of the exported files
- Saves as .DTS, .CPT or .WAV file for compatibility with many end formats like direct DVD burning, DVD Authoring or Audio CD burning
- Surround channel attenuation
- Separate LFE channel activation
- Pad buffers with zero option, for assured length correctness.
- 10 formats possible:

A Mode 0	A
A Mode 1	A + B
A Mode 2	L + R
A Mode 3	(L + R) + (L - R)
A Mode 4	Lt + Rt
A Mode 5	C + L + R
A Mode 6	L + R + S
A Mode 7	C + L + R + S
A Mode 8	L + R + SL + SR
A Mode 9	C + L + R + SL + SR