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## **PNY Demonstrates New NVIDIA Quadro Digital Video Pipeline at HD World 2009**

Industry's first integrated, GPU-accelerated platform offers broadcasters, film studios and new media producers real-time acquisition, processing and delivery of high resolution content

### FOR IMMEDIATE RELEASE

**PARSIPPANY, NJ - (October 13<sup>th</sup>, 2009)** – At HD World 2009 in New York, PNY Technologies® (Booth # 1217) will showcase the [NVIDIA® Quadro® Digital Video Pipeline](#), which premiered last month with great reviews at IBC 2009 in Amsterdam. PNY Technologies along with NVIDIA Corporation, Brainstorm and NextComputing will demonstrate how broadcast, film and new media production professionals can take advantage of this fully integrated, GPU-based solution for real-time acquisition, processing and delivery of HD video.

The Quadro Digital Video Pipeline will be showcased powering Brainstorm Multimedia's virtual studio and 3D broadcast graphics software. Brainstorm Multimedia, a pioneering company in providing real time 3D graphics solutions for the broadcast industry, serves customers around the world, including NBC, BBC and TVE. "The new Quadro Digital Video Pipeline, with the ability to capture four HD inputs and composite high-quality real-time graphics is an ideal system for creating sophisticated virtual sets," said Paul Lacombe, president at Brainstorm America. "This innovative, GPU-accelerated solution, which reduces latency by eliminating CPU and memory bottlenecks, will become a key component in Brainstorm's future installations."

"With the introduction of the Quadro Digital Video Pipeline, our broadcast and film customers can use the power of the industry's first fully integrated GPU-based solution to create compelling, graphic-rich programming, whether delivered via traditional broadcast means, or streamed over the Internet," said Jeff Medeiros, Marketing Director, PNY Technologies, Inc.

Also at the PNY Booth, NextComputing will demonstrate the Quadro Digital Video Pipeline integrated into its high-performance, high-definition (HD) portable workstation computer, the NextDimension Evo HD.

HD World will be held in New York at the Jacob Javitz Center on October 14th - 15th, 2009. For more information on [NVIDIA Quadro by PNY professional graphic solutions](#) or to arrange a personal demonstration at the PNY booth contact Jeff Medeiros, Marketing Director, PNY Technologies, email: [jmediros@pny.com](mailto:jmediros@pny.com).

**About PNY Technologies, Inc.**

Established in 1985, PNY Technologies<sup>®</sup>, Inc. is a leading supplier and marketer of NVIDIA<sup>®</sup> Quadro<sup>®</sup> by PNY Technologies professional graphics boards. The company also offers a full line of high-end memory upgrade modules, flash media, USB flash drives, portable hard drives and flash peripherals. Headquartered in Parsippany, N.J., PNY maintains facilities in North America, Europe and Asia. For more information, please visit <http://www.pny.com>.

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