

**CORTEX™**  
8000

DELIVER YOUR CREATIVE VISION WITH  
**ULTIMATE CLARITY**

**PSAV**  
PRESENTATION SERVICES®

# UNLEASH YOUR VISION

**Nothing takes your visual ideas to another level like High Definition video. Everything becomes more vivid, more powerful.**

The audience is drawn right into your message, no longer conscious that they're watching a projected image on a screen. It's a perfect medium for sophisticated audiences and high profile launches.

Now you can deliver a network television standard of production values for your next major event.

## **A TOTALLY INTEGRATED PACKAGE**

Patching lots of different cables and equipment together on site takes a lot of time, and introduces risks to your production. So we designed a totally integrated system, based on feedback from the industry's most demanding producers. Each component chosen to work in perfect harmony. Instead of plugging in nearly 1000 connections, we only need 22. So there's a minimum of testing and tweaking on site. Our processing systems ensure the HD images flow perfectly from source to audience with no compromise.

## **BROADCAST PERFORMANCE FOR EVENT APPLICATIONS**

Cortex™ exceeds major broadcast engineering standards, and makes them available to the world of events. It uses technologies that are tried and tested on the most complex productions and the heaviest deadlines. That meant there was only one choice for the Cortex 'brain'. The Sony MVS-8000 is the gold standard in broadcast HD control. Ask any industry insider which brand they would trust to deliver their creative vision in a no-second-chance situation.

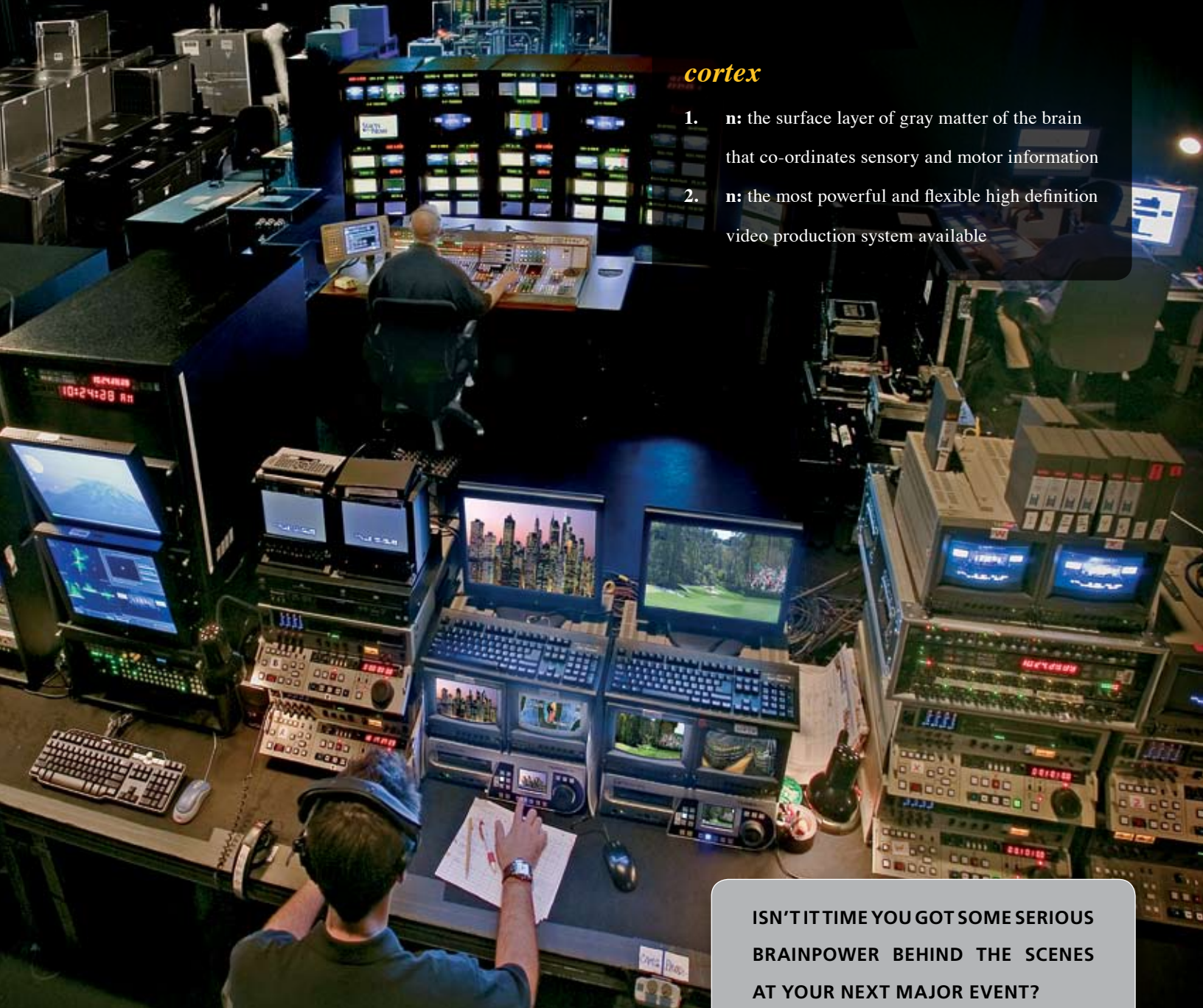


## **ULTIMATE SHOW POWER**

The Cortex system has been designed to exceed the wildest creative demands that could ever be placed on it.

Up to 96 inputs. Up to 48 separate HD outputs for screens and recording. Up to 4 multi-effects banks. All capable of running in 4:4:4, the ultimate level of HD image quality.

No compression, no sampling, no compromise.



## *cortex*

1. **n:** the surface layer of gray matter of the brain that co-ordinates sensory and motor information
2. **n:** the most powerful and flexible high definition video production system available

### **THE NERVE CENTER**

A powerful brain needs a fast nerve system.

Cortex was developed with a major focus on software control. The whole system can be reconfigured via computer to suit almost any client need without significant re-cabling or patching.

It runs up to seven separate computer networks on site, linked across a gigabit backbone.

And everything is linked to front of house via one fiber optic trunk.

Apart from the total reliability, you can imagine how much set-up time you'll save.

**ISN'T IT TIME YOU GOT SOME SERIOUS  
BRAINPOWER BEHIND THE SCENES  
AT YOUR NEXT MAJOR EVENT?**

**WITH CORTEX, IT'S NOW A REALITY.**



### QUALITY PREVIEWS, NO DELAYS

Other systems use plasma split-screens, with low resolution and up to 2 frames delay. Cortex uses 50 separate BVM and LMD monitors for the best preview experience possible.

### UP TO 8 CHANNELS OF DIGITAL EFFECTS

It's all on board the switcher. Transform your on-screen branding with instant page turns, bugs, slab/bricks and more with your meeting logo.

### EXTREME SPEED

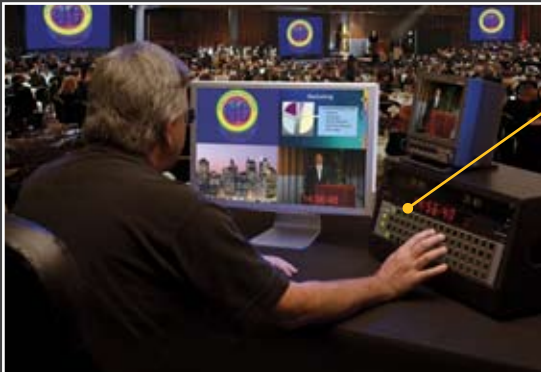
Cortex has a delay of 1 line in any format (that's 1/16200th of a second!). Other systems delay up to a whole frame. Forget lip sync issues!

### IN COMMAND FRONT OF HOUSE

Cortex has up to three FOH Command Posts, fiber-linked to the main system.

Each comes with a 64 button multi-function panel and Apple HD Cinema monitor. You can preview any or all sources singularly or in a quad split. Time code is always visible.

Now your LD, TD and producer will all be on the same page for those critical cues.



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