

# MEDIA RELEASE

*G.D.B International*

*Immediate release*

## Cobalt Digital appoints GDB International as Australian Distributor for video converter range



G.D.B. International is proud to announce our recent appointment as the exclusive Australian Distributor of [Cobalt Digital](#). Cobalt offers a wide range of high quality SD-SDI / HD-SDI format converters that could not be sourced from our existing suppliers.

There has been a significant gap in the market for SD-SDI / HD-SDI equipment. This demand has been driven by the introduction of cheap prosumer HD-SDI video cameras that have many of the features traditionally found on broadcast cameras at a fraction of the price. HD-SDI is quickly becoming the new television standard and the greatest demand is being driven by prosumer customers such as universities, schools, community television stations, church media groups, small production houses, documentary makers and live event / conference customers.

"We needed a high end solution to match increasing customer demand for HD-SDI converters that would interface with cheap Sony EX1 and JVC 251 prosumer cameras and the Panasonic 502 entry level broadcast camera" said Mr David Cooper, Sales and Marketing Manager at G.D.B. International. "Of great importance, the Cobalt gear is backwards compatible with our customer's older analogue television equipment including recorders, matrix switchers, vision mixers, DVD players and projectors. The Cobalt gear is also perfect for our HD-SDI based [Datavideo MS-1000](#) Mobile Video Studio".

Cobalt Digital also offers frame synchronizers, audio delay units, audio embedders / de-embedders, audio conversion, colour correctors, test signal generators, card frame conversion products for "legacy" digital frames and stand alone boxes. The most promising product is the new 9000 Series OpenGear™ Frame Component that allows customers to pick and choose specific converter cards that are housed in an 8310 Frame Ten Card Slot 2RU Frame. The 9000 solution offers a OGCP-9000 Remote Control Panel, a MFC-8310-N Network Card and a PC based DashBoard Control Software Remote Control for external monitoring.

The 8310-C-BNC frame has the simplicity of a fixed rear connector frame with 100 BNC video connectors. This eliminates the need for separate slot-dependent rear modules and simplifies pre-wiring and system expansion. Any OpenGear™ card using BNC connectors can be installed into any slot. Unused slots can be pre-wired into a facility, and additional cards can be installed at any time without accessing the rear of the frame. The OpenGear™ frames also features advanced cooling architecture, two looping reference inputs, a frame mounted Ethernet port for network control and a second (optional) power supply for full power redundancy.

### About G.D.B. International

[G.D.B. International](#) is an Australian direct importer and national distributor of specialist video and

multimedia products. Established in 1995, the company services the multimedia market and the consumer, semi-professional and broadcast video markets in Australia. We represent a number of well-recognised manufacturers of quality products such as Cobalt Digital, Libec, DIT, Boxx TV, Datavideo, nNovia, Audavi, Azden, Kramer Electronics, Fast Forward, Cypress Technology, Bebob, Milide, MVG, AV Niche and GoldX. Our products are centrally warehoused in Canberra and are distributed throughout all states of Australia. We also represent most of our manufacturers in New Zealand.

All products are available through G.D.B. International's extensive dealer network. For further information, please contact David Cooper, Sales and Marketing Manager:

<b>Mobile:</b>	<b>+61 400 480 578</b>	<b>Email:</b>	<a href="mailto:david@gdbint.com.au">david@gdbint.com.au</a>
<b>Phone:</b>	<b>+61 2 6281 5483</b>	<b>Skype ID:</b>	<a href="https://www.skype.com/people/davidcoopergdbint">davidcoopergdbint</a>