



NetBlender Ships Blu-ray 3D Encoder

Release of MVC 3D Encoder Enables Blu-ray 3D Production for Home Entertainment and other Applications.

Alexandria, VA ([PRWEB](#)) July 20, 2010 -- NetBlender announced today the immediate commercial availability of their DoStudio™ MVC 3D Encoder. With this announcement, NetBlender leads the professional Blu-ray tools market in enabling the production and distribution of high-definition 3D content for Blu-ray, broadcast, industrial, medical and other applications.

"We believe that the current excitement around 3D will provide a tremendous boost to the Blu-ray production community because BD3D truly offers the highest quality 3D experience available," said John Harrington `begin_of_the_skype_highlighting` `end_of_the_skype_highlighting`, NetBlender CEO. "Since unveiling our 3D solutions at NAB, we have seen strong interest in BD3D both from traditional entertainment companies and from industries that to date have not pursued Blu-ray as a distribution platform."

"The DoStudio MVC Encoder is a key addition to 21st Century 3D's production studios in New York and Los Angeles," said Jason Goodman, 21st Century 3D Founder and CEO. "The DoStudio Encoder enables us to quickly and cost-effectively share our cutting-edge high-def 3D footage with clients throughout the production cycle - something that was not practical before getting this encoder."

"Interest in Blu-ray 3D in Germany and across Europe is very strong and NetBlender's DoStudio Encoder with MVC support allows Syrinx Productions to maintain its position as a leading innovator in video production services" said Marcus Herzog, Syrinx Producer and Sound Engineer in Hamburg, Germany. "Syrinx worked closely with the NetBlender development team to beta test the MVC Encoder and we are extremely pleased with the final product, which quickly and efficiently produces 3D streams in perfect quality" said Syrinx CEO Juergen Klimmeck.

The DoStudio MVC Encoder license (MSRP \$6,995.00) also includes the DoStudio AVC Encoder for 2D Blu-ray encoding. A free trial of the DoStudio Encoder is available for download from the company web site: www.netblender.com

About NetBlender

NetBlender was founded in 2005 by a team of veteran interactive media producers. The company designs and develops practical and professional Blu-ray technology solutions for the global BD production community. NetBlender's Blu-ray solutions include DoStudio Indie, a complete Blu-ray authoring tool designed for DVD authors moving to Blu-ray Disc, DoStudio EX, which adds useful workgroup features and options for 3D authoring, bootstrapping and adding third party interactive applications, the DoStudio Encoder line of fast, affordable and high-quality encoders for 3D and 2D Blu-ray, and BD Touch, an acclaimed solution that lets end-users interact with Blu-ray content through their iPhones and Android phones. For more information, please visit: www.netblender.com

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