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December sales newsletter

Happy holidays and welcome to our last sales newsletter for this year!

It has been a fantastic and successful year and we would like to thank to all our resellers, customers and partners for that. We have some new and exciting updates coming next year, so thanks to your feedback, we will make sure that they are better than ever.

This month we'll take a closer look to the two new microDDP models that we have talked about in our previous newsletter. Whats more, our dear Santa is giving amazing 30% off all micro DDPs as well some special offers not to be missed, with further details below.

Your DDP team wish you all nice holidays and a successful 2016 year!

New microDDP for extreme performance

The new MicroDDP is an easy, fast and lightweight Ethernet SAN shared storage solution.

It can be used for ingest and edit material (while ingesting) on location, they are the smallest, silent, fast to setup and will provide with the highest picture quality due to

extreme performance and bandwidth.

Recently at IBC 2015 Ardis Technologies introduced the microDDP series of Ethernet San shared storage systems.

There are two versions. Each is 1U, 19 inch, 5Kg (11 LBS) and can have 7 or 14TB raid5 protected SSD storage.

The [MicroDDP 1GbE](#) has seven 1GbE RJ45 ports built-in and a bandwidth up to 700MB/s.



The [MicroDDP 10GbE](#) comes with two 1GbE and two 10GbE RJ45 ports and has a bandwidth up to 2200 MB/s. The 10GbE ports can also be used as 1GbE ports. These 25,5 cm (10") and 29 cm (11,4") in depth DDPs run the full DDP software package.



SSDs are still perceived to be expensive with limited capacity. Not so long ago however 1TB and 2TB SSDs came on the market with prices cheaper than faster spinning disks. SSDs are small, produce less heat but most importantly there is no seek time.

So what does this mean for the amount of data which can be stored and how many users are able to work simultaneously?

7TB effective capacity is enough to hold 70 hours of ProRes HQ or DNxHD220 video material or approximately 300 hours of DNxHD45 or more than 100 hours of Pro Tools 100 track sessions.

The bandwidth of the microDDP1GbE is enough to stream 25 streams of ProResHQ/DNxHD220 or some 100 streams of lower video formats such as DNxHD45 or 15 streams of Red R3D material. The 7 x 1GbE ports can be connected to laptops, desktops, and workstations without the necessity of a 1GbE

switch making it very easy to handle in the field.

The Stream Count of the microDDP10GbE with 7TB is show in the picture together with the capacity in hours for various video, film and audio formats. Ports can be connected to a simple 1 pr 1/10GbE RJ45 switch to extend the range of clients connected. The bandwidth of the microDDP10GbE is limited by the summed bandwidth of the Ethernet ports: 2200 MB/s. This bandwidth is not influenced by whether it is streaming, push/pull or IOs. So if your format is not listed, you can simply divide 2200 by your format to get the number of streams, IOPs, which can be run simultaneously.

Video, Film or Audio Format	Stream Count microDDP	Capacity in Hours
4K, UHD, 3840x2160, 10 bit, 25 fr/s, 840 MB/s	2	2
2K, uncompressed, 10 bit, 2048x1556, 24 fr/s, 320 MB/s	4	6
4K, R3D, 40 MB/s	50	45
4K, Sony XAVC422, 10 bit, 30 MB/s	67	55
DNxHD220, 28 MB/s	70	55
ProRes HQ, 1080i60, 720p60, 1080p30, 28 MB/s	70	60
DNxHD185, 24 MB/s	83	70
ProRes HQ, 1080i50, 720p50, 1080p25, 24 MB/s	83	70
SD, uncompressed, 8 bit, 21 MB/s	95	90
DNxHD145, 18 MB/s	111	100
HDCAM, 20 MB/s	100	100
ProRes, 1080i60, 720p60, 1080p30, 18 MB/s	111	100
ProRes LT, 1080i60, 720p60, 1080p30, 13 MB/s	154	140
ProRes LT, 1080i50, 720p50, 1080p25, 11 MB/s	180	165
AVC-intra100, DVCPProHD100, DV100, 12 MB/s	167	165
AVC-intra50, IMX50, AVCHD, DVCPPro50, 6 MB/s	333	305
DV25, XDCAM HD, XDCAM EX, IMX30, MPEG30, 4 MB/s	500	460
MPEG2, OffLineRT, 1 MB/s	2000	1800
Audio, 24 bit, 48 KHz, 100 tracks, 15 MB/s	133	115
Audio, 24 bit, 96 KHz, 100 tracks, 30 MB/s	67	50

DDP special offers

(Asia & Middle East only)

To celebrate 10 years of DDP worldwide (in Japan this is our 6th year) we offer 10% off any DDP product with free online training and free remote support for two years. To end users who have different shared storage and would like to purchase DDP we will offer 15% off the list price, free online training and free remote support for two years.

On MicroDDP we are offering 30% off list price!

Also for any current customer with already expired warranty we will offer warranty for the same with 50% off list price with free maintenance check up.

This offer is valid until 31st of March 2016 and please [contact us](#) for further details...

You tube Videos

Please check DDP videos on our [You tube channel](#) as it contains DDP tutorials and some live demos will soon be uploaded as well.

Demo equipment on sale

We have a few demo equipment that we are putting on sale, so please check [this document](#) for further details as it contains offers with great discounts.

Upcoming Events



BVE Expo 2016 - 23-25 February London



CABSAT 2016 - 8-10 March Dubai



NAB 2016 - 16-21 April Las Vegas

Have a great weekend and we wish you happy holidays!

Team DDP

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