

London – JVC Professional is pleased to announce that the **IF-2D3D1** image processor has earned a prestigious Broadcast Engineering Pick Hit Award at IBC 2010.



Broadcast Engineering's Pick Hit Awards are the industry's longest-running product technology awards for broadcast and production. Chosen exclusively by a panel of independent judges who tour the convention floor looking for innovative products and technology, products are shortlisted based on several criteria requirements, including the technical and financial improvements the product can bring to a facility's operation.

Housed in a rugged, 1RU metal cabinet and compatible with a wide range of HD formats, the IF-2D3D1 helps improve 3D workflow, whether converting archived 2D material or shooting original content in 3D. It uses unique JVC algorithms to convert 2D content to 3D in real time during a live production or in post production. On location, the IF-2D3D1 can be coupled with a 3D capable monitor



to provide real-time 3D monitoring.

As Pick Hit Awards are chosen by independent judges, Broadcast Engineering's editors and publishers have no vote in the selection process, ensuring the winners truly represent outstanding achievement in the broadcast industry.