



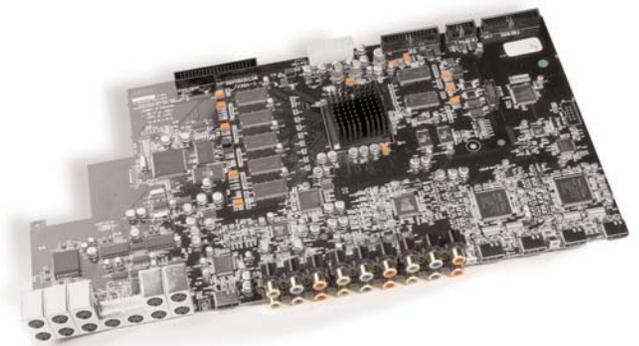
**“... A COMPLETE VIDEO PROCESSING SOLUTION ...
MORE IN LINE WITH WHAT YOU SEE IN OUTBOARD VIDEO PROCESSORS ...”**

- Kris Deering, *Secrets of Home Theater and High Fidelity* on Anthem's new broadcast-quality video processing

“... OUTSTANDING ... normally, performance like this is reserved for flagship standalone video processors,” said *Secrets of Home Theater* raving about Anthem's new digital video processing. Now (in addition to all of the features found in the AVM 30!) the AVM 50 includes the same state-of-the-art broadcast-quality video processing currently receiving critical acclaim in the AnthemTM Statement D2.

As with the D2, the improvement the AVM 50 brings to 480i DVD picture quality is astounding — almost as remarkable as the clarity it brings to HD 1080i material. And while on lower-resolution displays improvements are dramatic, on the new generation of 1080p displays, picture quality is simply astonishing. And yes! In the hands of this latest Audio/Video Master even Component Video material looks better. With Anthem's advanced hardware and software solutions, digital video connections are now truly “plug and play.”

The AVM 50 represents the ultimate in *affordable* high-end audio PLUS broadcast-quality digital video processing.



6-layer digital video processing board with gold traces and over 1,800 parts, the same one used in the critically acclaimed AnthemTM Statement D2

AVM 50 AUDIO/VIDEO PROCESSOR



The AVM 50 adds the following to the AVM 30 feature set:

- **Leading-Edge Video Format Conversion** – Anthem's proprietary software unleashes the full potential of the Gennum VXP™ Digital Image Processor which boasts broadcast-quality image processing algorithms to convert any SD or HD video standard to other video standards, up to a resolution of 1920 x 1080p at 60 Hz.

Key features of VXP™ technology include:

- Superior image quality using per-pixel processing.
- Very robust film mode detection for SD and HD inputs.
- TruMotionHD™ Motion-Adaptive De-Interlacing ensures optimal image sharpness and picture resolution when converting 480i, 576i, and 1080i inputs to progressive scan.
- FineEdge™ Dynamic Directional Interpolation eliminates jaggy artifacts (i.e. temporal distortion) found in traditional de-interlacing algorithms.
- FidelityEngine™ Image Enhancements remove unwanted noise and improve detail.
- RealityExpansion™ True 10-Bit Image Processing provides eye-catching natural imagery.

- **Four HDMI™ Inputs** – For digital video, digital audio, and multichannel high-resolution audio.
- **Video Transcoding** – Allows S-Video and Component Video inputs to be digitally processed and enhanced, then routed through Component Video and HDMI™ outputs.
- **On-Screen Displays** – Setup, Status Update, and Video Processing Menus (the latter two superimposed onto the picture so that adjustments can be seen as they are made) are displayed on the Component Video and HDMI™ outputs, regardless of resolution. This provides the first and only “true single-connection solution” to high-definition displays.
- **Macrovision Support** – Allows VCR tapes to be processed and then output through HDMI™.
- **Adaptive Video Source Tracking** – Adjusts tracking on video from poorer quality sources.
- **Aspect Ratio Control** – Various user settings allow input-specific aspect ratio control.
- **Zone 2 Component Video Output Control** – Allows second set of Component Video outputs to be used for HD video switching of sources output to Zone 2.

- **Advanced Hardware Framework** – Allows longer cables to be driven without degrading or losing the signal, and provides support for ultra-high bandwidth 1080p/60 Hz.

Why a Built-In Image Processor?

Anthem believes that image processing is far more effective executed inside the digital audio/video processor, as opposed to through an external image processor for the following reasons:

- Enables processing of as many sources as the preamplifier can accommodate.
- Convenience! Audio and video do not have to be switched separately as the user switches from source to source.
- Video processing can be “tweaked” separately and accordingly for each source.
- HDMI™ switching time is minimized.
- External processors cannot accommodate playing DVD-A through HDMI™.
- Anthem™ software upgrades can be incorporated over time to enhance connectivity.

The AVM 50 feature set is available on our website at:
www.anthemAV.com

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