



For Immediate Release

Press Contact:

Mark J. Pescatore

Pipeline Communications

(561) 531-3106

e-mail: mark@pipecomm.com

DiaQuest ProductionLink for Adobe Creative Suite Now Shipping
Software Plug-In Adds Avid Interplay Connectivity for Seamless Integration

Emeryville, California -- September 19, 2012 – DiaQuest Products, a software development firm with a focus on the video and film industries, today announced that ProductionLink for Adobe Creative Suite, a plug-in for Adobe® Creative Suite® that adds Avid® Interplay to its list of available render formats, is now shipping. Available for Windows and Mac systems, ProductionLink adds the file organization and metadata capabilities of the Interplay production asset management (PAM) system to established Adobe workflows automatically.

Once installed, ProductionLink features appear within the Adobe user interface and provide a reliable, seamless link between applications. The plug-in exports Avid Mediafiles DNxHD® MXF OP-atom video files and individual PCM MXF OP-atom audio channel files that are fully compliant with Avid file formatting and folder organization, so saved files can be used immediately in Media Composer™ and other Avid applications.

“Transferring files into Avid Interplay used to be a tedious, manual process, but ProductionLink resolves all the compatibility issues,” explained Dave Van Hoy, president of DiaQuest. “No more transcoding or manual file manipulation. Everything is handled automatically through Adobe’s user interface.”

Earlier this month, DiaQuest also introduced ProductionLink for ASSIMILATE SCRATCH at IBC 2012 in Amsterdam. SCRATCH is at the heart of some of the most demanding post-production and dailies DI workflows for motion pictures, independent features, and episodic television. The ProductionLink plug-in provides tight integration between Interplay and SCRATCH.

Both products are available for Mac and Windows systems and are now available through [DiaQuest Direct](#), the company’s new online store, as well as select system integrators and Adobe and Avid resellers. For more information, contact DiaQuest at (510) 547-4544 or visit www.diaquest.com.

About DiaQuest:

Based in Emeryville, Calif., DiaQuest Products LLC has been developing mission critical software for the video, film, and broadcast industries since 1982. The company develops software as an OEM for several manufacturers, as well as custom software tools for a variety of clients. In addition to software development, DiaQuest provides professional-level support of related software and hardware products. Find out more at www.diaquest.com or call (510) 547-4544.

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