CyberLink PowerDirector* Desktop and PowerDirector Mobile on Intel® Architecture

A fresh approach to editing HD, Ultra-HD, and 3D video

There's a cool new video format on the block, and it's called Ultra HD. Professional digital cinematographers know it as "4K," a term that refers to its image size—roughly 4096 x 3072 pixels. That's a much higher resolution than other popular HD formats, such as full HD (1920 x 1080), and it takes an incredible amount of processing power to edit and playback smoothly. But thanks to the 3rd generation Intel® Core™ processor family, you can use off-the-shelf Intel-inspired Ultrabook™ devices, laptops, and desktop PCs to edit, play, and share 4K-resolution video files using CyberLink PowerDirector* 11.

"PowerDirector 11 is the first consumer video-editing software that supports an end-to-end 4K workflow," said Wayne Liu, the director of Business Development and OEM Accounts at CyberLink. And because CyberLink worked closely with Intel to tune and optimize its software to tap into hardware-accelerated Intel® Quick Sync Video media processing and the multi-threading capabilities built into the 3rd gen Intel® Core™ i5 and Core™ i7 processors, users are able to handle Ultra HD content smoothly. When sharing that content by converting it to site-friendly formats for social media, Intel Quick Sync Video delivered jaw-dropping performance. "With Intel Quick Sync Video, we're seeing a 600-percent transcoding performance boost in PowerDirector, so video that might otherwise take hours to convert now takes minutes," Liu said.

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PowerDirector 11 gives users an array of powerful features that make it easy for virtually anyone to make and share great-looking videos faster and more effortlessly than ever. For example, Content-Aware Editing uses powerful new technology to analyze footage and organize it into categories. This feature looks for scenes with faces, changes in motion, and camera zooms or pans, and even identifies and gives users the ability to automatically correct poor lighting and shaky camera movement using advanced CyberLink TrueTheater* Technology. "It's a huge time-saver," Liu said.

In addition to giving users the ability to work with HD, 4K, and even 3D video footage and still photos, the desktop version of PowerDirector seamlessly integrates with PowerDirector Mobile, a powerful new Microsoft Windows* 8 Store app.

PowerDirector Mobile brings a new approach to mobile video editing. It lets users create video or photos on-the-go in a few easy steps using a Windows 8 tablet or touch-optimized Ultrabook device. Using touch gestures, you can organize, rotate, and crop photos; trim video clips; and then quickly polished them with professionally designed templates. For sophisticated adjustments, you can open the file in the desktop version of PowerDirector.

Whether running on a desktop PC, a Windows 8 tablet, or an Ultrabook device, you never have to decide which version of PowerDirector to run—it seamlessly and automatically launches based on the platform.

"When PowerDirector is run on an Ultrabook device," Liu concluded, "you get portability and power—especially when the device is equipped with the latest Intel Core i7 processor and an ultra-fast Intel® Solid-State Drive. It's the best of both worlds."