

## **Lucid Technology Sales Guide**

July 1998

### **Target Customer**

- Professional-Post production houses
- Project Studios
- Multimedia applications
- Any situation where there is a demand for high resolution, high quality two channel digital audio transfer to and from computer based recording and editing applications.
- Prosumer-home/project studios
- Website designers in need of high quality audio
- Archiving of vinyl records to digital domain
- Software applications to remove noise and pops from vinyl recordings
- Incorporation of digital audio with existing MIDI sequencing applications

### **Features and Benefits**

- PCI24 and NB24 are **digital only** in/out cards

Important selling point! Most of the digital audio cards on the market have the converters built into the cards themselves. Critical analog parts such as the converters are extremely susceptible to RFI, circuitry noise and mechanical noise emanating from the computer hard drive and fan assemblies. This noise pollution can add up 10dB of noise to any audio signal. For professional applications, this is totally unacceptable. Consumer level users expecting higher quality sound than their standard Sound Blaster type cards are equally frustrated by the noisy results.

**PCI24 (\$449.00)**

- Macintosh and Windows compatible
- PCI24 card supports both AES/EBU and S/PDIF
- PCI24 card has 20-bit input, 24-bit through-put, and 24-bit output
- On board sample rate conversion
- On board Motorola DSP chip

**NB24 (\$399.00)**

- Digital I/O only
- 24-bit input, 24-bit through-put, 24-bit output
- Gives older NuBus Macintosh computers the ability to record and playback digital audio
- Only card of its kind on the market

**ADA 1000 (\$599.00)**

- The ADA 1000 is a stand alone simultaneous analog to digital, digital to analog converter
- Accepts balanced and unbalanced analog inputs
- Two independent channels, linkable for stereo operation
- Low noise
- Increased dynamic range
- The 20-bit conversion rate improves the conversion for digital samplers and recorders

Remember, there is a growing interest in word lengths larger than the standard 16-bit format. The key word here is **dynamic range**. A 20-bit converter has more dynamic range than a 16-bit converter because of its higher resolution. Even though at present, audio is still stored on CD's at

16-bit increased production values demand digital signals to be 20 or 24-bit.

### **Software Compatability**

#### NB24 - Macintosh only

- Digital editing software - BIAS Peak (v1.0-1.6), Macromedia Sound Edit 16 (v2.01-2.07)
- Digital multitrack software - Deck II (v2.2-2.6), Opcode Studio Vision (v3.0 stereo only)
- Steinberg Cubase VST (v3.01), Emagic Logic (v2.5)

#### PCI24 - Macintosh platform:

- Digital Editing software - BIAS Peak (v1.0-2.0), Macromedia Sound Edit 16 (v2.01-2.7)
- Digital multitrack software - Steinberg VST(ASIO), Opcode Studio Vision 4.0 (Summer '98) Deck II (v2.2-2.61)

#### PCI24 - Windows95 platform:

- Digital Editing software - Sonic Foundry Sound Forge 4.0, Steinberg WaveLab 2.0
- Digital multitrack software - Steinberg Cubase VST (v3.5), Cakewalk Audio Pro (v.6.0)

### **Competition**

#### Gina (Event Electronics) \$499.00

- Most popular of low-cost cards
- Records up to 8 track simultaneously

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- Onboard converters
- Analog I/O's are high impedance
- Digital I/O is S/PDIF only
- Windows only, Mac version not yet released

I know Gina owners that are dissatisfied with the onboard converters enough to purchase the ADA 1000 and just take advantage of the digital I/O of the Gina card.

### Audiomedia III (Digidesign) \$995.00

- PCI card - two analog i/o's
- Thanks to the Digidesign name, it looms large in the higher end digital card market
- Expensive - many users wanting digital I/O only find it cost prohibitive
- Digital I/O is S/PDIF only
- End user resentment to being Digidesign-dependent after purchase

### Korg 12/12 \$995.00

- PCI card features 12 analog I/O, S/PDIF and ADAT lightpipe (8-channel optical)
- On board converters are noisy
- Expensive
- If end user is not using ADAT lightpipe, card is not a good choice

### Dman (Midiman) \$299.00

- 16-bit only
- ISA card - old technology
- Low price, even lower quality

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### Dman 2044(Midiman) \$499.00

- 24-bit PCI card
- Onboard DSP for effects
- Independent audio in/out
- 20-bit wordlength only
- Unbalanced connectors
- Onboard converters
- S/PDIF only
- Windows compatible only

### Audiowerk 8 (Emagic) \$799.00

- Two analog in, eight analog out PCI card
- Mac and Windows95 compatible
- Ships with software
- Expensive
- Digital audio is reportedly unstable
- Onboard converters
- Unbalanced in/out

2408 (Mark of the Unicorn) \$995.00

- PCI I/O card with breakout hardware box
- independent in/out
- Supports Alesis ADAT optical I/O
- Supports Tascam DA-88 in/out
- Synchronization
- Mac and Windows95 compatible
- Converters are 20-bit
- Analog I/O is unbalanced RCA connectors
- No shipping date available yet

Flying Cow (Midiman) \$399.00

- 20-bit A/D D/A converter box
- Inexpensive
- Balanced XLR analog I/O
- Half-rack design
- No unbalanced analog in/out
- Channels are not independent

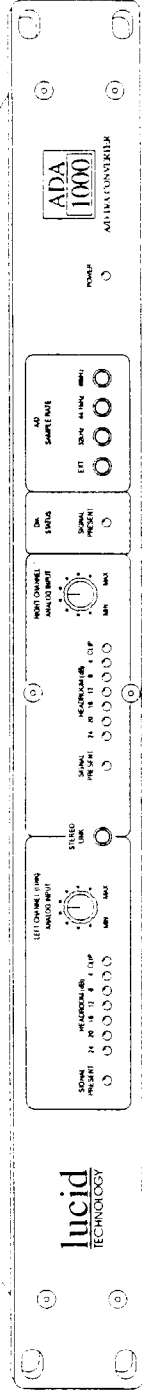
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### Tango (Frontier Design Group) \$598.00

- 20-bit A/D D/A box
- 4 in, 8 out
- ADAT optical in/out
- Half rack design
- Unbalanced analog in/out

# The Lucid Technology ADA1000

Simultaneous analog to digital and digital to analog conversion



Audio signal output (analog) from mixer to analog inputs (-10dBu to +4dBu) of lucid ADA1000.

ANALOG SIGNALS

DIGITAL SIGNALS

Digital output of ADA1000 to digital inputs of lucid PCI24 or Nb24 installed in computer with digital recording and/or editing software

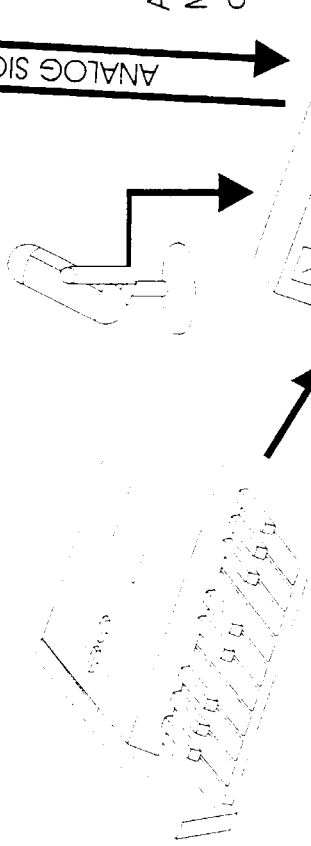
Digital outputs of the Nb24 or PCI24 to the digital inputs of the ADA1000.

Analog out from ADA1000 to Mixer's line inputs for monitoring and playback.

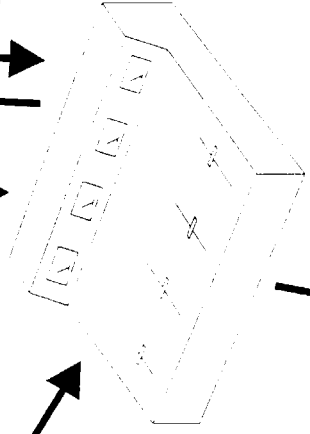
LUCID Nb24 (S/P DIF inputs)

OR

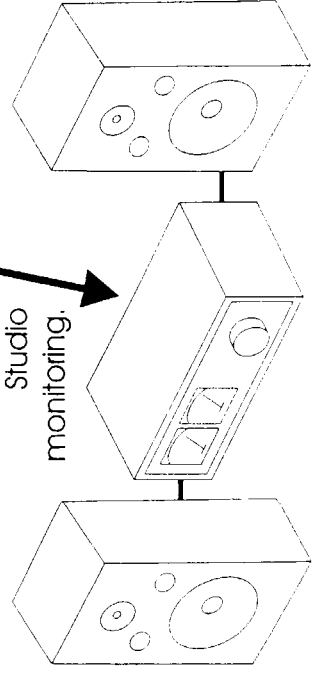
LUCID PCI24 (S/P DIF and AES/EBU inputs)



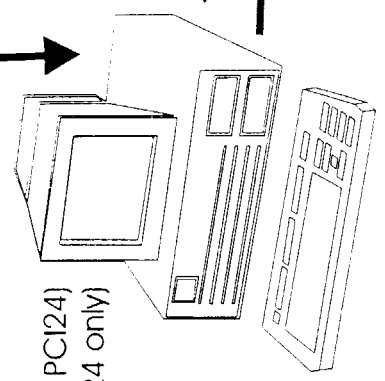
Analog mixer.



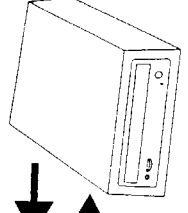
Studio monitoring.



MAC (use with Nb24 or PCI24) or IBM compatible (PCI24 only)



CD-Rom Recorder or removable media.





LUCID TECHNOLOGY  
ADA1000 A/D D/A CONVERTER

