

New Roxio 'Crunch' Outputs Video to iTunes

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Sonic Solutions' Roxio division released Roxio Crunch on Tuesday, a software package that is being pitched as an easy solution to transcode video to the Apple TV and other Apple hardware.

While Roxio already offers transcoding solutions -- its Popcorn product, for example -- Crunch offers "straightforward" or preprogrammed settings to output to Apple's iPod or iPhone. Although the Mac-only product is being sold for \$39.99, a hybrid Windows/Mac version will be available later this quarter for a suggested retail price of \$49.99.

"Apple TV, iPod and iPhone are part of a new wave of devices that provide consumers with a broader range of options for how and where they enjoy their personal entertainment," said Vito Salvaggio, vice president, Mac Business Unit of Sonic Solutions, in a statement. "We are pleased to offer consumers an easy way for enjoying all their video content on these exciting new Apple devices."

The software converts native QuickTime file formats, such as DV, AVI, MOV, and MPEG-4, as well as non-native formats including MPEG-2 and DivX. The Apple TV, iPod, and iPhone, are all preconfigured options. Finally, the software adds converted files to Apple's iTunes software, where appropriate.

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