



AmberFin

making media work

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# iCR Cart Controller

## Data sheet

Many organizations need to ingest large numbers of legacy tapes, such as Betacam SP, Digital Betacam or HDCam and convert them to files. They want to do this with a small capital investment and minimal running costs.

There's a readily available population of legacy VTR Cart systems, such as the Sony Betacart, Flexicart, LMS and other vendor systems like Odetics, which still have many years of useful life. Good quality used carts can be bought on the open market at reasonable costs.

That's why AmberFin has introduced the iCR Cart Controller, which provides a comprehensive solution for digitization of tape content to files without the capital expenditure needed for a full automation or MAM system.

The iCR Cart Controller is a modular software system that can provide a range of services including:

- Automated SD and HD tape ingest
- Top and tail editing
- Review
- Quality control (option)
- Transcode (option)

All with a highly cost effective and very easy to use software package.



### iCR Cart Controller V7.0 features

- Reduce staff costs and time with automated Ingest of SD and HD tape content.
- Re-use existing Cart machines for maximum cost effectiveness.
- Use mark-up and cut and splice tools to manage content effectively.
- Real-time Proxy Creation to enable easy content management.
- Sony and Odetics cart machines supported
- Reduce operator errors and staff cost with optional AmberFin Unified Quality Control
  - VTR status QC
  - Video content QC
  - Audio content QC
  - XML-based QC reports with timeline-based QC review and annotation tools
- Transcode option which includes:
  - Pre-processing filter for image enhancement
  - High quality interlaced to progressive conversion
  - Transcode to a wide range of file formats and wrappers including interlaced JPEG 2000
  - SD/HD up/down/cross conversions and SD/HD Color Space Conversion
  - Optional motion compensated Standards Conversion
- Supported Sony Tape Decks include:
  - DWW series
  - MSW series
  - BWV with SDI output
  - SRW series

**iCR Cart Controller**

During the 1990's there was a drive to reduce the number of trained operational staff required to run a broadcast channel. Automation was introduced, driving robotic systems such as Odetics, BetaCart, Sony Flexicart and IMS. With the arrival of file based server storage, transmission automation has moved over to server based media.

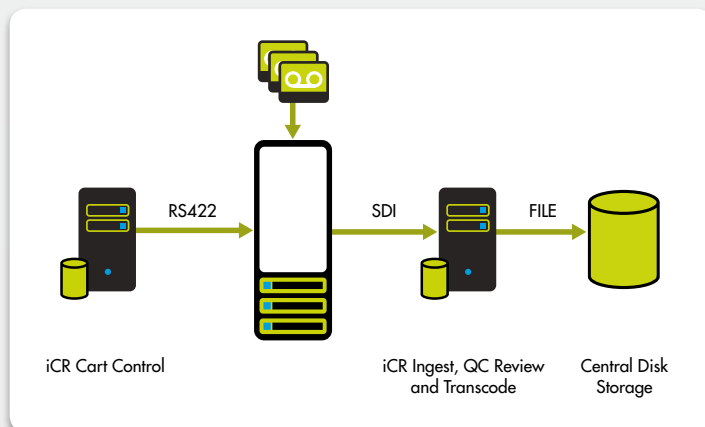
Therefore many robotic systems have become available, still with many years of operational life and a market value well below the original purchase price. The Sony Flexicart BFC-1 is probably the most enduring tape robot system being durable, reliable, and requiring little maintenance.

Now, Broadcasters and Post Houses who want to ingest large quantities of tape material can benefit from reusing these still reliable and now inexpensive cart machines.

**iCR Cart Controller Workflow**

Tapes are loaded by the operator into the Cart machine. One or Two VTRs can be physically mounted in the Cart Machine (not supplied).

The operator starts the automatically ingested under control of the iCR Cart Control software package. Ingest takes place using any ingest enabled product form the iCR range. Data can be captured to any suitable storage device, either locally or to a central NAS or SAN. Each tape is ingested either from start of RF to end of RF or based on user defined ranges. Resultant files can easily be trimmed by post-ingest cut and splice tools. Mark up tools also allow sections to be annotated.

**Recommended system configuration for this application:****iCR Cart Controller QC option**

There are no efficiencies in digitizing hours of faulty material. The iCR Cart Controller can be fitted with AmberFin's powerful Quality Control technology which can be used to analyze a huge range of user selected values of incoming video, audio and metadata. Human QC operators can make mistakes when tasked with evaluating the type and scale of potential issues across many hours of variable quality content.

AmberFin's Quality Control technology instantly makes the QC process more efficient by automatically analyzing content during the ingest process. For example, during an overnight session digitizing compilation tapes, all instances of black, silence, freezes or timecode discontinuities can be detected and a report produced for the operator to make any necessary changes. This not only provides an objective analysis across all ingests but is also more precise and more cost effective.

**iCR Cart Controller Transcode option**

If you are digitizing content for immediate monetization, the iCR Cart Controller can be equipped with state of the art Transcode and rewrapping tools, that allow you to produce anything from a proxy, to multiple full quality deliverables in a huge variety of file formats and file wrappers.

If you are digitizing content for archive, the Transcode and rewrapping tools can assist in creating the highest quality media files that have the greatest longevity. Ultra high quality deinterlacing, filtering and interpolation technology allows material to be up or down converted, for example from SD interlaced to HD, Web and Mobile progressive. State of the art motion compensated Frame Rate (Standards) conversion is also available as an option.

**Ordering Guide**

To configure the system that is right for your operation, please specify the information below:

- Type of cart machine
- Type and number of VTRs
- SD only or HD/SD
- 25 FPS or 30 FPS
- Required output formats

**Want to know more?**

AmberFin iCR award winning technology, is widely used by Content Owners, Broadcasters, Sports Organizations and Post Production Facilities worldwide. To find out more, contact your local AmberFin channel partner, or contact AmberFin:

**info@amberfin.com**  
**www.amberfin.com**

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**E&OE**

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