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itfc selects AmberFin iCR Version 5.5

07-Jul-10 London based provider of content management services choose AmberFin to deliver high quality HD

AmberFin today announces that itfc, a leading London-based provider of content management services for broadcasters and content providers, has selected AmberFin iCR Version 5.5 to efficiently ingest, manage and deliver digital assets.

itfc has been established in the film and TV industry for over 30 years providing post-production services to some of the industry's leading broadcasters. itfc's London-based facilities include digital media asset management, subtitling, audio description, telecine, editing, restoration, DVD authoring and encoding, HD and SD conversions and duplication.

AmberFin has a steadfast reputation in the industry for delivering best in class image quality and has a growing customer base in Europe and US, said David Willis, director of video operations, itfc. We needed a solution that would easily integrate into our existing workflow and that would be completely interoperable with legacy systems. AmberFin iCR allowed us to do this efficiently, enabling us to pass on the benefits to our clients.

Bruce Devlin, CTO at AmberFin, comments: We are delighted to be working with itfc to help them deliver high-quality content to their customers. As itfc works with some of the leading broadcaster and content providers in the industry, image quality is paramount. iCR's extensive toolset and best in class quality, allows it to easily handle the demands of itfc's workflow and deliver outstanding results to their clients.

#### About itfc

Established in 1976, itfc has provided post-production services to the film and TV industry for over 30 years. Its London facilities range from digital media asset management, subtitling, audio description, telecine, editing, restoration, DVD authoring and encoding to QC, HD and SD conversions and duplication. Its client portfolio includes ITV, Five, Channel 4, Virgin Media TV, GMTV, RTÉ, NBC Universal Television, Warner Bros, Paramount Pictures, Sony Pictures Entertainment and Buena Vista.

For more information please visit [www.itfc.com](http://www.itfc.com)

#### About AmberFin

AmberFin enables content owners to maximise the value of their TV, film and video content, from capture through to distribution, while increasing revenues, reducing costs, saving time and eliminating incompatibility issues. AmberFin iCR, with four-time Emmy-award winning technology, plays a key role in turning the content that owners have into the content their customers want. As an open standard, future proof platform that digitises and transforms new and archived content, AmberFin iCR delivers the best quality pictures at smaller file sizes across multiple delivery platforms, including the Internet, VoD, TV, mobile and other small screen devices. AmberFin already has 100s of iCR systems in the field, and is trusted by some of the world's most prestigious companies including Sony, NBA, Turner Broadcasting, BT, RTM, National Geographic and Warner Brothers, managing the digitization and Transcoding of their content.

Privately held by Advent Venture Partners, AmberFin is headquartered in Basingstoke, UK. More information is available at: [www.amberfin.com](http://www.amberfin.com)