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watching

### Benefits at a glance

- Review content at native resolution on professional displays for accurate assessment of audio and video quality and synchronization.
- Monitoring and review at any point in the IT workflow.
- Conduct reviews using VTR edit controllers or the iCR GUI.
- Get automatic QC reports in easily distributable XML.
- Add additional user comments to QC reports for use later in your content workflow.
- Optional onscreen display of audio levels and QC alarm states.
- Cut your manual quality control time by allowing reviewers to quickly identify problems.
- Select audio channels to be monitored with real-time decoding of Dolby D audio to discrete AES.



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## The route to flawless content

### Improved quality control with AmberFin iCR

#### Imagine you could have a way of checking every frame of your content

Imagine you could have a failsafe way of tracing and checking even minor faults that might appear in your encoding process. Imagine how this would help you protect your own or your clients' brand assets.

Or meet and exceed service level agreements. And cut costs in your production and distribution chain. Now stop imagining and take a look at iCR from AmberFin®.

It not only allows you to review material on broadcast-quality equipment, but can also automatically create a quality control (QC) report which picks up on things even human eyes and ears cannot detect.

This means that if there are problems with your video or audio, big or small, you will know exactly where to look for them and you will be able to use the best tools to find them.

#### Change the rules of the QC game

Certain PC-based encoding systems have real time video input—but no output. Your content gets encoded to digital files which are then difficult to frame-accurately review over a wide range of file formats without tying up a non-linear editor or play-out server channel.

Until now, options for controlling quality of file-based content have been limited and usually involved reviewing it on a computer monitor or copying the content to tape and sending it to a dedicated QC suite for checking. AmberFin iCR is the first product that focuses on easily getting multi-format file-based content back to broadcast-quality equipment for accurate QC, from the initial encoding of the master to transcoded end-user deliverables for both broadcast and file-based services.

It offers native support for standard definition (SD) and high definition (HD) across a wide range of compression and file formats, which allows you to easily review file-based content on broadcast-grade displays.

#### Get a better QC than ever before

Best of all, though, iCR's QC function will provide invaluable assistance to your manual quality control by automatically reviewing your content, either at ingest, receipt of external file or following any subsequent conversion or repurposing operation.

It gives you a timeline report covering a whole range of completely configurable parameters that are difficult or impossible for a human to QC effectively, such as video and multi-channel audio levels, compression performance, bit rates, metadata, content legality and much more.

So when it comes to your manual review, there is no guessing, spot checking or relying on luck; you simply scan through the QC report and skip to the sections where potential problems are flagged. Never before has quality control been so easy and so accurate.

#### Almost too easy

You'll also appreciate the simplicity of iCR's graphical user interface (GUI), which makes it easy to follow and annotate automated QC error reports against actual content on a frame-by-frame basis.

Alternatively, you can easily review eXtensible Markup Language (XML) QC reports from a Web browser anywhere, or export them to enhance the value of your media asset management system.

#### Easily automated workflows

AmberFin iCR QC function can be invoked directly from the user interface, by dropping files into a watch folder or via Web services application programming interface calls made by your asset or automation system.

It automatically reviews your content and generates a QC timeline report. This report is also available as a standard XML document for offline review or for importing into a media asset management and business system.

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## QC report annotation

Whether you have generated a QC report at ingest time with iCR, or as part of an automated QC process on an externally created file, you can view it on a timeline so you can easily spot potential problem areas.

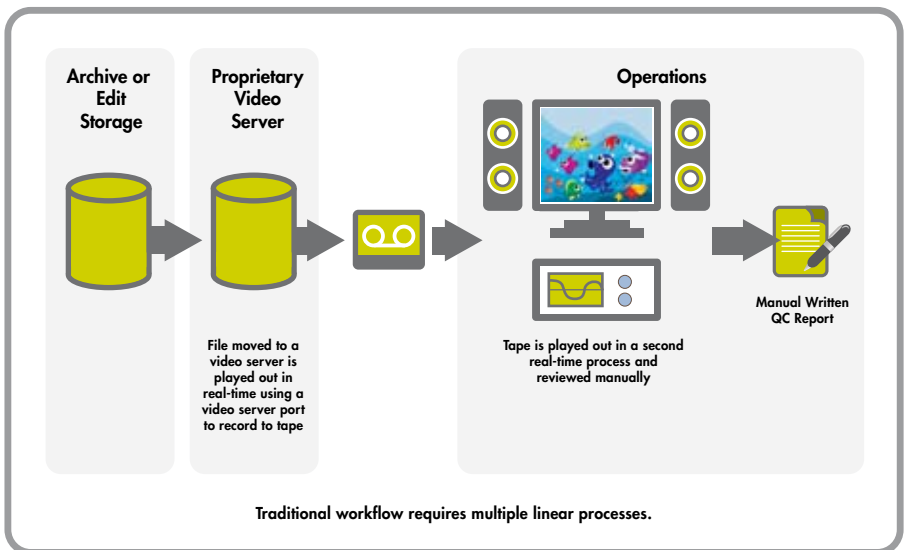
This means you can personally verify issues and take appropriate action, or, if the content is as intended, edit the report to add comments and override the QC alarm, ensuring subsequent downstream reviews do not flag the same issue.

## Audio QC review

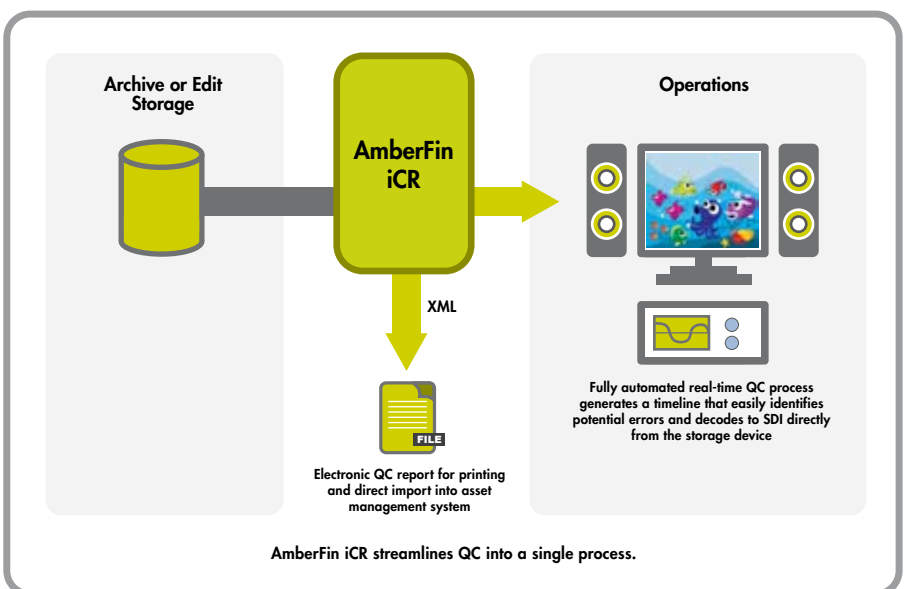
Audio presents unique issues in the file domain. But as you would expect, iCR offers powerful audio QC support across a wide range of formats.

You can inspect every channel automatically and in real-time, across a range of parameters no human could ever hope to monitor in a single pass. AmberFin iCR also offers you the ability to decode a Dolby D-encoded channel into discrete 5.1 AES during real-time playback, and output audio as SDI-embedded audio and AES outputs.

## QC Review - Traditional Workflow



## QC Review - Improved iCR Workflow



## See it for yourself

**Want to know more?**  
To find out now why your business absolutely cannot afford to be without iCR, contact AmberFin:

[info@amberfin.com](mailto:info@amberfin.com)  
[www.amberfin.com](http://www.amberfin.com)

## Recommended system configuration for this application:

- AmberFin iCR 2000

Company policy is one of continuous product improvement. Specifications are therefore subject to change without notice.

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