



Everybody's
watching

Benefits at a glance

- Bring image processing know-how from Snell & Wilcox into the content repurposing world.
- Make it easier to maximize your productivity by putting iCR together with asset management or automation systems using built-in open standards integration hooks.
- Take advantage of all the codecs and wrappers you need to create deliverables for Web TV, video on demand, broadcast playout, IPTV, personal media players, mobile phones and more.
- Increase your revenues and save on distribution costs by creating smaller files.
- Use Dynamic Reframing to give your users a better experience and create a more intimate experience for sports content on small screens.
- Save time by having a completely integrated HD and SD up-, down- and cross-conversion capability.
- Template driven for ease of operation.
- Distribute your content internationally at the highest quality possible by using the world-renowned Alchemist Ph.C.-based standards conversion.
- Future proof in a constantly changing environment.



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Become a better content producer

Profit from repurposing content with AmberFin iCR

Recent years have seen a seismic change in the moving image industry

A few years ago, you could confidently invest in equipment, time and effort to create film or television content with a good understanding of what the result would look like once it reached your target audience.

Today, distribution channels have multiplied and so has the number of formats your content may have to be converted into. In this new digital media age, new content producers have appeared and the rules of competition in the industry have changed.

In this highly competitive environment it can be more difficult than ever to stay in control.

But iCR from AmberFin® can put you back in the driving seat, giving you the power to repurpose content affordably, quickly and easily with high quality standards in order to meet the demands of today's market.

Better pix for fewer bits

As leaders in moving image technology, we've loaded iCR with more than 30 years of experience in picture processing algorithms to give you superior-looking pictures even at low bit rates, keeping your storage, distribution and transmission costs down and helping you save money on each byte you produce.

This may mean you can now serve more customers if you are in the business of providing downloads or streaming on distribution channels with limited bandwidth.

Or you can choose to produce higher quality content for the same amount of money, allowing you to target premium customer segments. Either way, it's more revenue working for you. Plus iCR gives you:

- The best HD and SD up-, down- and cross-conversion tools in the market.
- Fully motion-compensated standards conversion for international distribution.

- Automated Dynamic Reframing and background blurring to allow for a significant improvement of user experience for sports content delivered on small screens.
- Integrated job management and reporting, for improved efficiency.

Output to anything

AmberFin iCR supports virtually every major format that you need for markets as diverse as broadcast, video on demand, portable media players, mobile and Internet.

And iCR is designed to grow with your business, so you can easily add new formats and features, including specialist applications such as international standards conversion or dynamic reframing, as they become available.

Equally, you can simply add extra transcoding stations to handle increased workload.

Automate as much as you want

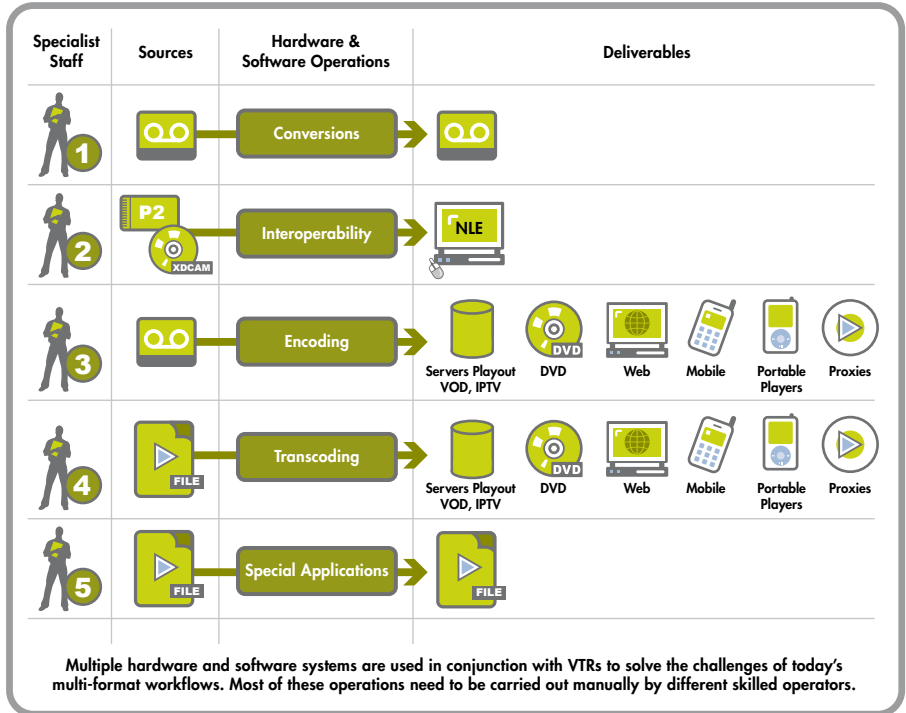
AmberFin iCR can be anything from an acrobat to a robot: you decide. Its flexible graphical user interface (GUI) allows you to easily and quickly specify complex one-of-a-kind jobs, but equally templates can be pre-defined to help complete regular, repetitive work more simply.

You can even use iCR for completely automated tasks, for example integrating it into your asset management and automation architecture. However you choose to use it, you'll find that iCR is easy to set up, integrate, configure and run.

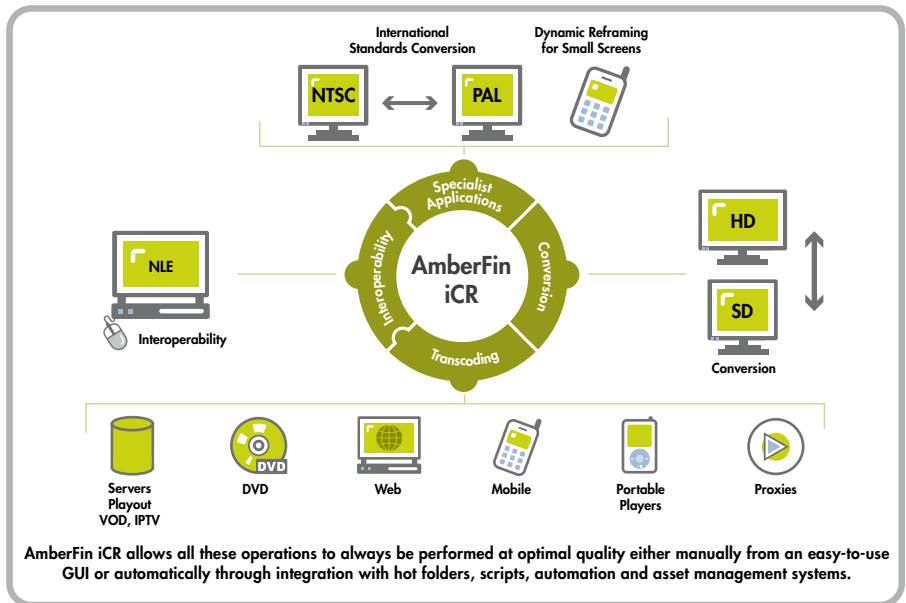
AmberFin

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Repurposing - Traditional Workflow



Repurposing - 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
www.amberfin.com

Recommended system configuration for this application:

- AmberFin iCR 1000

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

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