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watching

### Benefits at a glance

- Get SD and HD on the same system at a lower cost than high-bitrate VTRs.
- Stop rebooting your VTRs to change between different video standards.
- Lower maintenance costs than VTRs as there is no wear and tear.
- Reduce your tape stock usage, inventory and physical storage costs.
- Record locally or on central storage and break the two-hour videotape barrier.
- Use in machine rooms, for live satellite and contribution feed ingest, with NLE and linear edit systems, with cameras, for sound editing or just reviewing.
- Random access playback and recording to speed up your operations.
- Bridge video and IT infrastructures to improve your workflows.



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## Earn more by discarding your VTR

### Use AmberFin iCR as a 'Virtual VTR'

#### With productivity and cost savings as important as ever is using a VTR the right approach today?

There are clearly good reasons why the video tape recorder (VTR) has been a mainstay of the film, broadcast and video content industries for years.

It is a familiar piece of equipment which is simple to use and rarely leads to errors. The problem is that it doesn't exactly improve the efficiency of your operations.

However, if you are still relying on VTRs for temporary content storage, repeated play, recording live feeds, viewing, sound editing, dubbing or as a source for linear editing, we may have some good news for you.

You can now have a system that is just as easy and error-free to use as a traditional VTR, but which doesn't create the same bottlenecks: AmberFin® iCR.

#### A more efficient way to handle content

AmberFin iCR is a self-contained VTR-like recording, storage and playback system incorporating the necessary tools to work seamlessly in a traditional VTR environment and bridge video and IT infrastructures. Features include:

- High definition (HD) and standard definition (SD) capabilities in a single device with multi-format frame-accurate recording and playback.
- Up to 16 channels of audio including support for Dolby D.
- Native support of Panasonic DVCPRO P2 and Sony XDCAM formats in Material eXchange Format (MXF) and QuickTime, ready for editing.
- Multiple hours of local storage.
- Direct operation over storage area networks or network-attached storage.
- Control from any Sony-compatible edit controller or through an easy-to-use graphical user interface (GUI).

#### Drop-in VTR replacement

When used in VTR Emulation mode, iCR brings the benefits of random access to your content thanks to its disk-based operation.

This includes instant recording without the worry of erasing something valuable or of potential tape drop-outs. In addition, iCR provides smooth and frame-accurate control of playback, with looping, non-linear jogging, seeking and programmable shuttle speeds.

The system also provides advanced features you'd expect from a conventional VTR, including live time code overlays during preview and programmable auto-edit offset to compensate for external delays. Ways you can integrate an iCR into your workflow include:

- Use in your machine room for dubs and copies.
- Record live satellite and contribution feeds.
- Input and output content directly for non-linear editing (NLE) and production systems.
- Use with linear editing systems as source or recorder.
- Record live shows straight from a camera.
- Use for reviewing or sound editing.

#### Much more than a VTR offers

AmberFin iCR offers much more than a conventional VTR would. It gives you a number of unique options that really make it stand out of the crowd.

As an example, iCR can directly ingest pre-encoded Asynchronous Serial Interface (ASI) satellite or contribution feeds without any generation loss by directly capturing the pre-compressed signal and making it available as a video file for playback and review, allowing you to save precious time in live breaking events.

AmberFin iCR also supports the Harris Video Disk Control Protocol (VDCP), which allows it to perform operations

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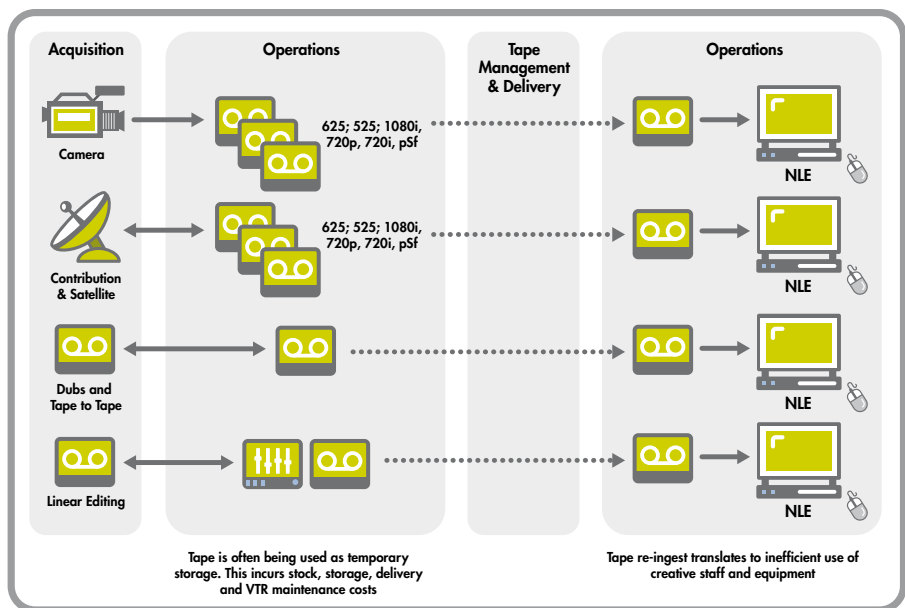
under an automation system that you wouldn't dream of doing with a conventional VTR. In this mode, clips can be named, deleted and organized through powerful library browsing tools.

When equipped with quality control (QC) capabilities, iCR can also automatically assess video as it is being encoded; guaranteeing that what you have on disk meets your technical expectations.

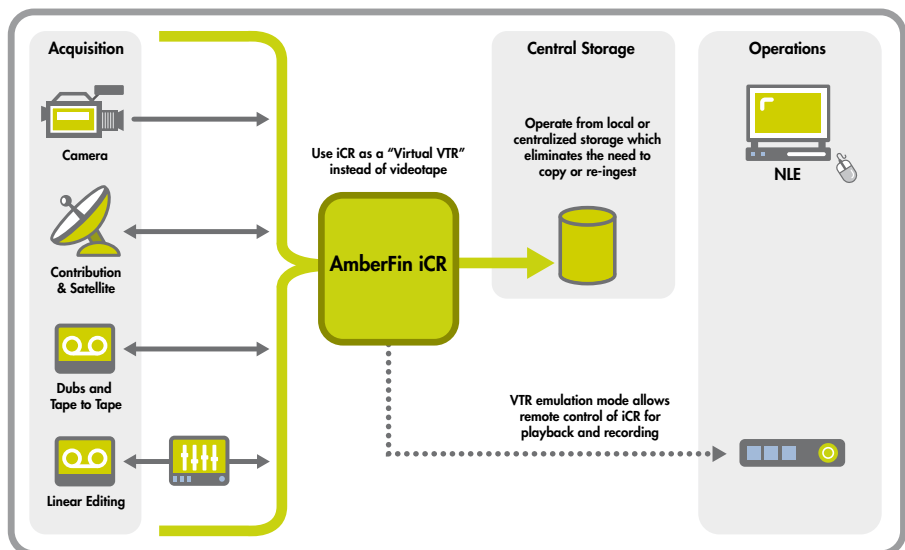
AmberFin iCR then automatically produces a QC report that can be used as a pedigree for the files you have encoded and added to your asset management or business systems.

AmberFin iCR is also IT-aware, ensuring that you take your workflows to a new level by, for example, triggering actions such as producing proxies in real-time and sending notification e-mails to contributors while recording, or automatically uploading copies of content to the Web or another system or location.

### Virtual VTR - Traditional Workflow



### Virtual VTR - 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 3000

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

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