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Amberfin helps Turner convert back catalogue

Turner Entertainment Networks has used iCR to make files on its outgoing Pinnacle playout servers compatible with its new Omneon ones.

iCR is the re-purposing software platform developed by Snell and Wilcox spin-off AmberFin.

Although Pinnacle's video content is similar to Omneon's, the metadata and audio components of the files do not translate so a Material eXchange Format (MXF) wrapper was created.

This allowed 22,000 hours of programming to be played out from Omneon servers without having to re-ingest the original content. The move is said to have saved in the region of 46,000 hours of ingest time.

In total, Turner's archives on the Pinnacle servers included as many as 30,000 programmes.

John Morgan, senior manager of broadcast IT equipment at Turner, said: "We couldn't have achieved this switchover easily without using a rewrapping process. Instead of needing to replace all of our Pinnacle servers we have extended their useful lifetime and successfully built them into our new digital workflow."

Bruce Devlin, vice president of technology at AmberFin, added: "The challenge of converting Pinnacle files to other servers is being faced by a large number of major content owners. By employing the MXF format to "wrap" the content, AmberFin iCR is taking the industry one step closer to being able to playout any content in any format on any server."

Avid announced its intention to stop production of the Pinnacle servers in February 2008.

[AmberFin](#) is part of the Snell & Wilcox Group, headquartered in Basingstoke.

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