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AmberFin and Snell & Wilcox

Angela Snell September 13th, 2008

It's day two, and my feet hurt! We shot about 15 videos today, running around the RAI.

I was really excited to visit with AmberFin since it's a fairly new company. AmberFin is a spinoff of Snell & Wilcox and focuses primarily on iCR, a multidelivery software platform. It creates a high-quality file-based master, delivers quality-control review, provides unique file conversion to multiple formats and simultaneously prepares multiplatform versions of video content.

Afterward we shot a video of Snell & Wilcox's iQ Modular, which delivers the flexibility needed to construct any type of broadcasting facility. Its components provide compatibility with 3G emerging standards and metadata-rich infrastructures as well as current analog, SD and HD standards.

Additions to the IQ Modular range include advanced Dolby E processing enhancements.

Well I don't want to give everything away about what was going on at this booth. Check back soon to view product demo videos of Amberfin iCR and Snell & Wilcox iQ Modular.