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Snell & Wilcox targets nonbroadcast sector with new division

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Stating that it needed a new identity to attract new business, Snell & Wilcox has launched AmberFin, a new company created as part of the Snell & Wilcox Group that will market its iCR multidelivery platform software. Company chief executive Simon Derry said the move was important to pitch the company's innovative encoding, image enhancement and distribution technology to media companies other than traditional broadcasters, such as film studios, telcos, Internet and broadband companies.

AmberFin will enable the digital media industries to optimize the quality of video content while addressing incompatibility barriers throughout the value chain.

Targeting the entire digital media community, AmberFin already serves movie studios, sports franchises, broadcasters, TV producers, facility houses, archives and libraries globally.

AmberFin iCR is an end-to-end software platform that is used to create a high-quality file-based master, deliver quality-control review, provide unique file conversion to multiple formats and simultaneously prepare multiplatform versions of video content, all within a single environment. The modular approach of iCR also means that customers can choose the applications they need.

For more information, visit www.amberfin.com.