

Publication / Source: **Broadcast Newsroom**
Website: www.broadcastnewsroom.com
Date published: 07 August 2008



AmberFin partners with Benchmark Microsystems to increase its presence in the Indian market

DMN Newswire--2008-8-7--AmberFin today announces Benchmark Microsystems as the latest addition to its global partner program. The new partnership will enable AmberFin to strengthen its existing presence in the Indian market.

Benchmark will provide local sales and marketing, as well as a systems integration capability and after-sales support for AmberFin's industry-leading iCR software. AmberFin iCR maximizes the value of content by digitizing and transforming new and archived content across multiple delivery platforms.

Under the terms of the deal, Benchmark will represent AmberFin as a reseller of its iCR platform and applications. The partnership will target film, broadcast and post-production companies across the Indian region, and will enable AmberFin to target a wider range of customers while offering a skilled team with in-depth local knowledge.

Naresh Subherwal, Vice President, Global Business Development at AmberFin, comments: "India is a market that generates a vast amount of media content, especially from the Bollywood studios. The move to file-based assets is a great opportunity, but one that also presents formidable challenges. AmberFin iCR is ideally positioned to address the challenges ahead and by working with Benchmark it enables us to speak directly to the major film and broadcast players in this region."

Ashish Mukerjee, President at Benchmark comments: "We have been extremely impressed by the sophistication and capabilities that AmberFin's iCR delivers, and in our opinion it is the best solution on the market to help facilitate longstanding relationships with our customers. AmberFin is a great fit with our business structure and by having iCR within our portfolio we can now offer invaluable services that help alleviate some of the pain points experienced by Indian media companies today. This can include transferring footage from one platform to another and, more crucially, helping them move to a digital workflow."

Benchmark is based in Chennai, India, with dedicated sales and marketing arms in Mumbai and Delhi. Benchmark provides cutting edge technologies for advanced digital media creation and distribution and is positioned specifically to cater to the needs of the Asia-Pacific market.

About AmberFin

AmberFin enables content owners to maximize the value of their TV, film and video content, from capture



through to distribution, while increasing revenues, reducing costs, saving time and eliminating incompatibility issues. AmberFin iCR, with four-time Emmy-award winning technology, plays a key role in turning the content that owners have into the content their customers want. As an open standard, future proof platform that digitizes and transforms new and archived content, AmberFin iCR delivers the best quality pictures at smaller file sizes across multiple delivery platforms, including the Internet, VoD, TV, mobile and other small screen devices. AmberFin already has 100s of iCR systems in the field, and is trusted by some of the world's most prestigious companies including Sony, NBA, Turner Broadcasting, BT, Channel 4, RTM and Warner Brothers, managing the digitization and repurposing of their content.

Privately held by Advent Venture Partners, AmberFin is part of the Snell & Wilcox Group, headquartered in Basingstoke, UK. More information is available at: www.amberfin.com