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### **AmberFin Enriches iCR Solution To Support Evolving Customer Needs**

AmberFin has launched its newest upgrade to its iCR software, the open standards, future proof platform that digitizes and transforms new and archived content, across multiple delivery platforms.

The latest version of AmberFin iCR incorporates enhanced compatibility features to support ever evolving customer needs, including support for the Sony XDCAM and Panasonic P2 DVCPRO SD/HD encoding standards as well as increased interoperability with Apple Final Cut Pro and Avid editing systems. This combats the interoperability and compatibility challenges faced by content owners today.

Scott Allen, Vice President, Marketing at AmberFin, comments: "Incompatibility is a key issue facing the TV, film and broadcast industry today. At any stage of the content creation process, incompatibility can increase the time and cost in getting content to market and can prevent owners from making the most of the revenue potential from their content. The latest version of AmberFin iCR provides further functionality that eliminates incompatibility barriers and easily creates content for customers in the format they require."

#### **Sony XDCAM and Panasonic P2 DVCPRO SD/HD**

By incorporating the latest Sony and Panasonic formats, iCR 3.5 eliminates the need for re-encoding and thus maintains quality while improving the speed of operations and reducing costs. Content owners can now seamlessly mix camera resolutions and formats, solving numerous compatibility issues between different types of production formats without tying up creative staff and equipment.

AmberFin iCR 3.5 also allows easy conversion between standard definition (SD) and high definition (HD) formats, without the addition of extra equipment. As high definition becomes even more essential to deliver, from traditional TV to the internet, this ability to convert content from one format to another as well as between platforms is becoming increasingly critical.

AmberFin iCR can also be used to review and quality control any of those formats in real-time allowing detection of faults that are invisible to the human eye. With as much as 40% of ingested content needing to be re-encoded due to issues that could have been detected and fixed at the mastering and quality control stage, iCR brings significant improvements to a facility's throughput and time to market or air.

#### **Apple Final Cut Pro and Avid editing support**

AmberFin iCR 3.5 supports background ingest to generic centralized storage systems for both Apple Final Cut Pro and Avid, supporting both P2 DVCPRO and XDCAM SD/HD formats. iCR can also enable content capture of DVCPRO and XDCAM directly to the Apple Final Cut native QuickTime format, thus eliminating lengthy clip imports and saving time. The iCR system can also be fully controlled by automation or asset management systems, helping to industrialize the encoding process for production or archive ingest.

As content owners increase their focus on expanding the reach of their assets there is an enormous opportunity for those who can deliver the same content at a high-quality across multiple delivery platforms. Content must be delivered quickly and cost-effectively to meet consumer demand, but in order to do this content owners are looking at ways to resolve the challenges inherent in the traditional workflow. AmberFin iCR's modular approach enables content owners to select the applications most critical for their business needs, creating the most effective processes for their segment of the market.

