

Publication / Source:	Economic Times
Website:	www.economictimes.indiatimes.com
Date published:	8 August 2008



THE ECONOMIC TIMES

Chennai firm to sell AmberFin's software in India

8 Aug, 2008, 2212 hrs IST, IANS

MUMBAI: The Chennai-based technology solutions provider Benchmark Microsystem will represent Britain's AmberFin as a retailer of its iCR software platforms and applications in the country, a senior company official said here Friday.

Under the terms of the deal, Benchmark will target film, broadcast and post-production companies in India, the company's vice president of global business development Naresh Subherwal said.

"AmberFin iCR is ideally positioned to address the challenges ahead and by working with Benchmark it will be able to speak directly to major film and broadcast players in India," he said.

The iCR software, Benchmark president Asish Mukerjee said, would ensure that delivery system - such as transferring footage from one platform to another - was much smoother.

AmberFin's iCR digitizes and delivers the high quality pictures at smaller file sizes across multiple delivery platforms, including the Internet, video on demand (VoD), television, mobile and other small screen devices.

The four-time Emmy-award winning technology company's software has been installed in some of the world's leading companies such as Sony, Turner Broadcasting, British Telecommunication, Channel 4 and Warner Brothers for managing the digitization of their content.