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Amberfin debuts digital video tool for broadcasters

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Video technology firm Snell and Wilcox has launched AmberFin, a new company that helps broadcasters manage and optimize their video content across all formats, including the internet, mobiles, HD TV and handheld games consoles.

Amberfin is the new dedicated home for Snell and Wilcox's established iCR software, and is aimed at the digital media community, including film and broadcast, telecoms, internet and broadband.

The software is designed as a one-stop tool for clients to save time and money repurposing video content across the increasing range on formats.

Amberfin iCR helps clients creates a high quality file-based master, delivers quality control review, provides unique file conversion to multiple formats and simultaneously prepares multi-platform versions of video content.

The modular approach of iCR also means that customers only need to add the applications that are important to their business needs.

The iCR solution is already used by high profile clients including Warner Bros, Channel 4, Sony Pictures, Technicolor, RTM, Ascent Media Group and BT.

Simon Derry, Chief Executive of AmberFin, said: "Film and video content owners have seen an explosion in the number of outputs and distribution channels available to them in recent years, a growth which has had a dramatic impact on workflow.

"They are attempting to meet the seemingly insatiable hunger the consumer has for content – whether it is on their mobile phone, handheld gaming device, PC or the latest must-have flat screen TV – and must turn content around quickly and cost effectively. For the industry to reap the benefits of this appetite it is crucial that the whole production process, from content capture through to distribution, is made significantly more efficient. AmberFin has been conceived to achieve exactly this."

Tom Morrod, analyst at media analyst firm Screen Digest commented: "With a few exceptions, broadcasters have not seriously considered how they're going to address the digital challenge but over the next few years Screen Digest expects this to grow into one of the industry's biggest drivers.



“As broadcasters increase their focus on expanding the reach of their content assets there is an enormous opportunity for those who can deliver the same content in high-quality segments for different platforms, whether it’s internet streaming, download, mobile or personal handheld device,” Morrod added.