

Publication / Source: **Tech Digest TV**
Website: www.techdigest.tv
Date published: 30 April 2008



TECHDIGEST

AmberFin: Snell & Wilcox launches end-to-end content creation solution: good news for consumers



At first glance, the news that a well-established company which supplies services to the broadcast industry has launched a new service for handling video content may not seem particularly relevant to consumers. Yet Snell and Wilcox's work is something that most TV viewers in Britain will have experienced even if they've never heard of the company.

Yesterday I spoke to Joe Zaller (VP Corporate Development) and Simon Derry (CEO) from S&W. It's clear that broadcasters, ISPs and telecoms companies need a system like AmberFin if they're to deliver digital video in a variety of formats to an ever more demanding consumer, in high quality, while still making money.

AmberFin should create a win-win situation for everyone.

For more information, visit www.amberfin.com.