



## **InSync Technology Team To Bring Motion Compensated Frame Rate Conversion With AWS Elemental MediaConvert**

**PETERSFIELD, U.K. — Oct. 8, 2020 —** InSync Technology today announced API integration between its FrameFormer standards conversion software engine and AWS Elemental MediaConvert, a file-based media transcoding service with broadcast-grade features from Amazon Web Services (AWS), to provide on-demand motion compensated frame rate conversion.

As content owners increasingly look to automated content preparation services, FrameFormer's integration with AWS Elemental MediaConvert allows them to deliver content at any desired video frame rate using motion compensation – the globally accepted approach for preserving the highest quality and delivering the smoothest motion video output. With the myriad standards needed to meet the needs of international content distribution, reliable on-demand frame rate conversion has become an essential service.

FrameFormer conversion can be added to any content preparation workflow under the control of AWS Elemental MediaConvert. It will typically be deployed to normalize content to the house standard or to localize content based on a required delivery standard. In either scenario, sequences of video frames will be passed to FrameFormer, where new output frames will be generated based on the application of InSync's proven and established motion analysis and estimation algorithms.

AWS Elemental MediaConvert allows customers to easily create video-on-demand content for broadcast and multiscreen delivery at scale. The service combines advanced video and audio capabilities with a simple web services interface and pay-as-you-go pricing.

"We are delighted to add high-quality motion compensated frame rate conversion through integration with AWS Elemental MediaConvert," said James Shepherd, Chief Technology Officer of InSync Technology Ltd. "The InSync FrameFormer software engine is a great fit, as we

require CPU-only resources – which provides the maximum flexibility and scalability that on-demand video services require.”

AWS Elemental MediaConvert customers will be able to select the InSync FrameFormer motion compensated frame rate conversion service as an add-on option at an added cost from within the AWS Elemental MediaConvert console without having to obtain a separate license. Contact InSync Technology at <https://www.insync.tv/> to learn more about FrameFormer.

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### **Company Overview:**

InSync Technology is a successful and growing employee-owned business. Since its inception in 2003, InSync has specialized in developing highly efficient signal processing hardware and software products, with a focus on motion compensated frame rate and format conversion (standards converters). In 2020, InSync was recognised with a prestigious Queen’s Award for Enterprise, confirming its position as a UK leader for its excellence in international trade.

InSync’s FrameFormer software standards converter is the only motion compensated frame rate converter designed for CPU-only deployment. FrameFormer offers unique flexibility in its support for Windows, Linux, and Mac operating systems and is available as an integration into third-party solutions or as part of turnkey software applications.

More information is available at [www.insync.tv](http://www.insync.tv).

**Link to Word Doc:** [www.wallstcom.com/InSync/201008-InSync\\_Technology-FrameFormer.docx](http://www.wallstcom.com/InSync/201008-InSync_Technology-FrameFormer.docx)

**Link to Photo:** [www.wallstcom.com/InSync/InSync\\_Technology-James\\_Shepherd.jpg](http://www.wallstcom.com/InSync/InSync_Technology-James_Shepherd.jpg)

**Photo Caption:** James Shepherd, CTO InSync Technology

**Link to Photo:** [www.wallstcom.com/InSync/InSync\\_Technology-FrameFormer\\_Link\\_Cloud.jpg](http://www.wallstcom.com/InSync/InSync_Technology-FrameFormer_Link_Cloud.jpg)

**Photo Caption:** InSync Technology partners with AWS to bring FrameFormer motion compensated frame rate conversion with AWS Elemental MediaConvert.

### **Agency Contact:**

Ian Cookson  
Wall Street Communications  
Tel: +44 77951 97223  
Email: [ian@wallstcom.com](mailto:ian@wallstcom.com)

### **Company Contact:**

Daryl Blair  
Director, Sales & Marketing  
Tel: +44 7733 306093  
Email: [daryl.blair@insync.tv](mailto:daryl.blair@insync.tv)  
Website: [www.insync.tv](http://www.insync.tv)

### **InSync Technology Ltd.**

2 - 4 Grenehurst Way  
Petersfield  
GU31 4AZ  
U.K.

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