



## **InSync Technology and FOR-A Launch MCC-4K-A: New UHD Motion Compensated Frame Rate Converter**

**PETERSFIELD, U.K. — Nov. 3, 2020** — InSync Technology and FOR-A today announced the latest in its range of motion compensated UHD frame rate converters, the MCC-4K-A, developed by InSync Technology Ltd. and exclusively distributed by FOR-A.

For live events produced and delivered in UHD, uncompromising quality standards conversion is critical to international audience satisfaction. Meeting the needs of today's live UHD workflow demands, MCC-4K-A is a highly advanced motion compensated frame rate converter that also provides essential workflow tools such as HDR/SDR management, closed caption handling, and multi-channel audio.

MCC-4K-A builds on the successful MCC-4K converter, with entirely new motion estimation algorithms that provide ever more accurate motion processing, enabling MCC-4K-A to provide stunning results when converting between frame rates. Sophisticated new format conversion tools provide unbeatable results when moving between HD and UHD and between SDR and HDR.

"I'm delighted to have yet another high-quality product within the FOR-A video processing lineup," said Matt Soga, Senior General Manager, Marketing Division of FOR-A. "Our ongoing collaboration with InSync Technology continues to generate fruitful innovation which is world-class."

"Bringing this level of innovation to the market is both exciting and challenging," said Lee Hunt, Head of Hardware at InSync Technology Ltd. "MCC-4K-A owes its performance to a highly skilled and dedicated team of engineers at InSync and to the tremendous support and collaboration we have had with FOR-A."

MCC-4K-A is available from FOR-A: <https://www.for-a.com/products/mcc4ka/>.

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### **About InSync Technology**

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.

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

**Link to Word Doc:** [www.wallstcom.com/InSync/201103-InSync\\_Technology-MCC-4K-A-UHD-Frame\\_Rate\\_Converter-FOR-A.docx](http://www.wallstcom.com/InSync/201103-InSync_Technology-MCC-4K-A-UHD-Frame_Rate_Converter-FOR-A.docx)

**Photo Link:** [www.wallstcom.com/InSync/InSync\\_Technology-MCC-4K-A.jpg](http://www.wallstcom.com/InSync/InSync_Technology-MCC-4K-A.jpg)

**Photo Caption:** MCC-4K-A Motion Compensated UHD Frame Rate Converter

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