InSync Technology Launches PixFormer Software-Based HDR Conversion Engine

PETERSFIELD, U.K. — **Dec. 15, 2020** — InSync Technology today announced the release of PixFormer, the latest in the company's range of API integrated software-based conversion modules, and the first to be targeted for Standard Dynamic Range (SDR) and High Dynamic Range (HDR) conversion applications.

As the demand for HDR content increases, the challenge for producers is to deliver for both SDR and HDR endpoints. If content owners and producers are to fully monetize the millions of hours of existing SDR content, then conversion to HDR is required.

InSync's PixFormer brings high-quality SDR-to-HDR and HDR-to-HDR conversions to content processing and distribution platforms. Easy to integrate via its open API and flexible to deploy, PixFormer can run on premise or in any cloud environment. The use of CPU only resources further illustrates the flexibility and scalability of the software.

"PixFormer builds upon our existing modular approach to providing high-quality image processing wherever it is required in the content supply chain," said James Shepherd, Chief Technology Officer, InSync Technology. "The software's range of advanced tools means that producers are always in full control of the content output."

More information is available at www.insync.tv/software-solutions/pixformer for further details.

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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.

Link to Word Doc: www.wallstcom.com/InSync/201215-InSync_Technology-PixFormer-API-Software-Based-HDR-Conversion_Engine.docx

Photo Link: www.wallstcom.com/InSync/InSync_Technology-PixFormer-API-Software-Based-HDR-Conversion_Engine-graphic.jpg
Photo Caption: InSync's New PixFormer Brings HDR Conversion to Content Processing and Distribution Platforms

Agency Contact:	**Company Contact:**	**InSync Technology Ltd.**
Ian Cookson	Paola Hobson	2 - 4 Grenehurst Way
Wall Street Communications	Managing Director	Petersfield
Tel: + 44 77951 97223		GU31 4AZ
Email: ian@wallstcom.com	Email: paola.hobson@insync.tv	U.K.
	Website: www.insync.tv	

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