

M2A Media and InSync Technology Launch First-Ever Cloud-Based Live Frame Rate Converter

UK-Based Broadcast Technology Experts Collaborate to Bring Pay-As-You-Go, Cloud-Based, Live Frame Rate Conversion Service to Global Market

LONDON — Sept. 6, 2021 — [M2A Media](#), leading innovators in software-defined broadcast solutions, today announced its collaboration with image processing and broadcast standards conversion specialists [InSync Technology Ltd](#) and video streaming and transcoding experts [Hiscale](#) to bring the very first motion-compensated, live, cloud-based frame rate conversion service, *M2A Connect | Cloud Frame Rate Converter*, to the global market.

Many broadcasters find they need ad hoc frame rate conversion to handle unexpected peak demand or planned additional services for special events, such as international sports tournaments and major competitions. Keeping proprietary hardware on-premises for irregular use is costly and limiting. In particular, transporting equipment and staff around the world to support each event is expensive and inefficient. Frame rate conversion hardware often has lengthy supply lead times, exacerbated by the recent semiconductor shortage, which can delay the on-time, in-budget delivery of broadcast projects. *M2A Connect | Cloud Frame Rate Converter* turns this traditional model on its head.

Integrated with M2A Media's cloud acquisition, aggregation, and distribution system, M2A Connect, *M2A Connect | Cloud Frame Rate Converter* is a live, cloud-based, motion-compensated frame rate conversion service. Delivered entirely as an on-demand, pay-per-use solution, it offers broadcasters and OTT platforms flexibility and scalability without the capex costs usually associated with traditional, hardware-based frame rate conversion.

M2A Connect | Cloud Frame Rate Converter makes it easy for global broadcasters to easily accept content in any frame rate and to convert it to a high-performance feed for local output, regardless of where the content owner may be, without the need to invest in, host, and support dedicated hardware. *M2A Connect | Cloud Frame Rate Converter*

is orchestrated through M2A Connect scheduling, which means live events can be scheduled for frame rate conversion as required without manual intervention on the day.

Marina Kalkanis, CEO and Founder of M2A Media, commented, “As more and more broadcasters transition their workflows to the cloud, the demand to move traditional hardware-based services to the cloud also grows. We immediately saw the value of a cloud-based frame rate conversion service and were delighted to collaborate with InSync Technology to be the first service providers to offer exactly that. *M2A Connect | Cloud Frame Rate Converter* is market-leading and the perfect addition to M2A Connect’s innovative, software-defined offering.”

Paola Hobson, Managing Director at InSync Technology, added, “FrameFormer from InSync Technology offers exceptional quality frame rate conversion for all types of content, extending usual national programming to a global reach. We’re particularly excited to work with M2A Media as leaders in the new paradigm of cloud service delivery.”

“Enabling access to our media processing and transcoding solutions via such an advanced partner as M2A Media was an obvious next step for Hiscale,” commented Tilo Skomudek, CEO of Hiscale. “The combination of advanced cloud-based processing technologies and M2A’s service expertise is clearly a winner for all content owners”.

More information about M2A Connect | Cloud Frame Rate Converter is available at:
<https://m2amedia.tv/m2a-connect/>

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About M2A Media

As the video industry moves away from legacy technologies, M2A Media is helping global broadcasters and content owners transition their live video workflows to public cloud. We are innovators in live video distribution. Our customers easily harness the versatility of public cloud via our smart orchestration tools and state-of-the-art stream management hub. Our products, road tested by industry leaders such as the BBC, DAZN, ITV and Spark Sport, save time and enable speed to market. Connect with new audiences, realise greater commercial benefits and reduce operational overhead via our broadcast-



grade products and services. To learn why customers love M2A Connect, M2A Live, M2A Capture and M2A VOD, talk to us.

For more information, visit www.m2amedia.tv.

About InSync Technology Ltd

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). InSync's FrameFormer software standards converter is the only motion compensated frame rate converter designed for CPU deployment, allowing users to avoid the restrictions of GPUs. FrameFormer offers unique flexibility in support for Windows, Linux, and Mac operating systems and is available for on-premises and cloud-based workflows.

More information is available at www.insync.tv.

About Hiscale

Hiscale designs and develops high-performance, scalable software products for the expanding markets of video preparation, conversion and distribution. We leverage the latest technology to ensure that your solutions meet the rigorous demands for rapid implementation and cost-efficiency. For customers and partners, content owners and media companies, Hiscale enables flexible business models with cloud-based, local or hybrid consumption of technology as managed services. At the center of the Hiscale portfolio is the video transcoding platform FLICS, which can process hundreds of live programs or files optimized for the highest bandwidth with minimal hardware use.

For more information, visit www.hiscale.com.

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