

## InSync Technology Brings Motion Compensated Frame Rate Conversion into Telestream Cloud Solutions



**PETERSFIELD, U.K. — September 23, 2021 —** InSync Technology today announced API integration between its FrameFormer standards conversion software engine and Telestream's cloud transcoding and media processing products, to provide further options for motion compensated frame rate conversion.

With increasing competition for global viewers, content owners seek ever more efficient and cost-effective solutions for high quality frame rate conversion. The integration of FrameFormer motion compensated frame rate and format converter into Telestream's media processing products brings exceptional quality CPU-only standards conversion capability to tried and trusted cloud and on-premise workflows.

"Offering FrameFormer within Telestream's products, such as Transform and Vantage, enables anyone involved in content preparation to simply and easily add a frame rate conversion step into their media management workflow", said Paola Hobson, Managing Director at InSync Technology Ltd. "FrameFormer requires only CPU resources which provides for maximum flexibility in deployment, on-premise or in the cloud".

"Adding FrameFormer by InSync Technology into our product range creates further choices for our customers in their media processing workflows", said Reuben Cohn, Product Manager at Telestream. "Preserving picture quality when frame rate converting is key to successful monetization of content in worldwide markets, so partnering with InSync Technology was an obvious step for Telestream".

Telestream customers will be able to select the InSync FrameFormer motion compensated frame rate conversion service as an add-on option within a range of products for both cloud and on-premise workflows, including Transform and Vantage.



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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 about FrameFormer is available at [www.insync.tv](http://www.insync.tv).

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