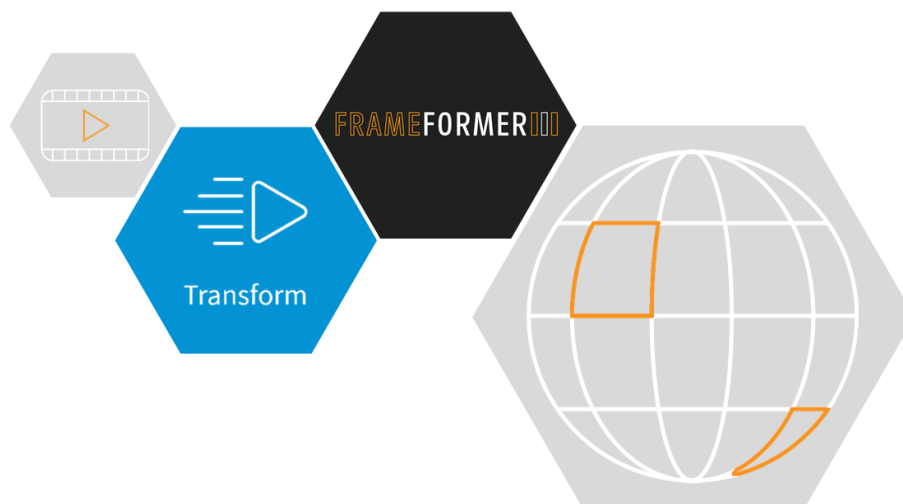


Telestream Cloud Transform and FrameFormer

Solution Brief



Cloud-native API driven frame rate conversion

Safeguarding quality

Global audiences demand the best. It's important to keep viewers engaged in your content so they stay on your channels. Viewers distracted by less than perfect quality drift away and your intent can often be lost.

Using FrameFormer, you can be sure to obtain the best results, whatever your content. Motion compensated conversion is essential in achieving smooth action and crisp detail. A motion compensated converter works out how objects are moving over time and positions them in the output frames precisely where they need to be. This avoids artifacts which typical converters tend to introduce such as judder and blurring.

Bringing the converter to you

Using FrameFormer in Telestream Cloud Transform means you don't have to take your content to the converter - it's available to you wherever you are.

The need for frame rate conversion can pop up at any time. Often the key to success is responsiveness to opportunities. FrameFormer in Telestream Cloud Transform is available 24/7 in every region, so is ready for your content whenever you are. What's more, FrameFormer is 100% cloud native, using CPU-only processing, so there's no need to hunt down scarce GPU resources when you need to spin up a new standards conversion workflow.

Take precise control of your frame rate conversion with FrameFormer in Telestream Cloud Transform.

Build your own solution

If you're creating custom workflows to automate your media processing, you need reliable building blocks to underpin your business. Whether you're prepping football for Finland or commercials for Canada, you need an API-driven, modular option to choose your required conversions.

FrameFormer, from industry specialists InSync Technology, enables you to access motion compensated frame rate conversion in the cloud within your tried and trusted Telestream Media Framework workflow. That means you can have confidence in the quality of your content wherever in the world it's being watched.

You're in control of your content

Accessing global content markets requires multiple deliverables, but not all of your content needs frame rate conversion. When setting up automated workflows, you need to go beyond simple one-shot transcoding.

Using FrameFormer within the Telestream Media Framework ensures you can select motion compensated frame rate conversion for the content that needs it, whenever it needs it. FrameFormer's motion compensated conversion capability enables you to create deliverables for every region and every viewing standard.

Tailored to your needs

Efficient handling of problematic content is key to keeping costs down, so it's important to be able to choose the pieces you need for each content asset.

Whether it's content arrived in the wrong format for your service or archive material in an unexpected standard, FrameFormer's intuitive API access enables you to choose the tools you need for each unique job. FrameFormer includes proprietary deinterlacing and cadence management tools, so you can swiftly and smoothly pick the functionality you need to manage the range of problems that everyday business sends you.

Applications

Spots - regionalisation of commercials

Preparation of commercials for international audiences requires delivery of many different formats and frame rates. FrameFormer can be easily dropped into the workflow enabling you to select the required resolutions and frame rates via parameter settings in the API calls.

Serials - regular conversions

With a bespoke workflow solution built in-house, a TV network isn't going to compromise by using outside solutions. Access to InSync Technology's patented FrameFormer technology within Telestream Cloud Transform ensures clean and artifact-free episodes.

Projects - supporting your bottom line

What happens if you get last minute access to some fantastic content but it's in the wrong format for your region? What if you've negotiated a deal for your content in another region and the client wants it converted? Using FrameFormer within Telestream Cloud Transform, you can quickly spin up, convert and deliver the material. What's more, you'll only pay for the content you convert, keeping your profit margins healthy.

News - never miss an opportunity

Success in the business of international news means being first. With FrameFormer and Telestream Cloud Transform, it doesn't matter where in the world the news breaks from, you can set up exactly the processing you need for instant deployment. Workflows can be created and launched instantly and flexibly.

