



PRESS RELEASE: FOR IMMEDIATE RELEASE

**InSync Technology Puts the Emphasis on Flexibility and Integration at IBC
2022**

*Illustrates hardware and cloud deployment of its conversion solutions and highlights new
partnerships*



Stand 2.A18, IBC 2022, Amsterdam, 9-12 September – At IBC 2022, InSync Technology will highlight key OEM partnership agreements, including those with GrayMeta and FOR-A, underlying its collaboration and integration with an extensive list of industry partners.

The company will display both its hardware and software conversion products together for the first time as it focuses on raising awareness of high-quality, motion compensating frame rate conversion

as part of a wider ecosystem, alongside partners such as Dalet Amberfin, M2A, Telestream and others.

IBC attendees will see InSync's AE2020 hardware which forms part of GrayMeta's SAMMA solution for video digitisation and migration of tape archives to file-based assets. The unit is designed as an input stage to receive analogue and digital outputs from legacy storage technologies and optionally apply a raft of signal conditioning options. The workflow is already being used by the Library of Congress in the US.

"We are honored to partner once again with InSync to revitalise the world renowned SAMMA tape migration system," says Chi-Long Tsang, SVP & Principal Architect with GrayMeta. "InSync has enabled GrayMeta to update a core component of the solution with a new central video and audio processing hardware component enhancing analogue to digital conversion, time base correction, procamp adjustments, noise reduction and metadata analysis. SAMMA, in its 6th generation extends its functionality with the AE2020 "Analysis Engine" leveraging InSync's technical expertise to provide pre-processing of the video and audio for third party SDI encoders."

The stand will also feature the MCC-4K-A UHD converter, developed by InSync and exclusively distributed by FOR-A. Based on the latest motion estimation algorithms, the solution delivers sophisticated new format conversion tools for unbeatable results when moving between HD and UHD and between SDR and HDR.

InSync Technology's CEO, James Taylor commented: "We are delighted to return to IBC and reconnect with customers and partners face-to-face to show how our solutions address broadcasters' pain points and meet their demand for flexibility and scalability. We are driving awareness of high-quality frame rate conversion as a solution alongside a growing list of leading industry partners and are delighted to announce our latest collaborations with both GrayMeta and FOR-A."

InSync will demonstrate how FrameFormer outperforms traditional frame rate conversion methods and offers customers the flexibility to leverage both cloud and on-premise deployment. Visitors to the InSync stand will have an opportunity to see how this frame rate conversion software – which supports an unrivalled variety of frame formats – interfaces to partner portals, such as AWS Elemental.

FrameFormer delivers across a breadth of availability of frame formats and capability in a simple to use workflow, eliminating the need for complex settings or intensive training requirements. At IBC 2022, InSync will show how this solution provides benefits across a range of genres, from sports, drama and news to natural history, intuitively adjusting to content type. During IBC 2022, InSync will also show the integration of FrameFormer within the Hiscale FLICS|SOLO transcoding solution, with a side by side comparison with traditional frame rate conversion systems.

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About InSync

World-leading standards conversion specialists, InSync develops 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-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 (such as AWS Elemental MediaConvert, Dalet Amberfin, M2A

Connect and Telestream Vantage), or as part of turnkey software applications including InSync FrameFormer Live and Hiscale FLICS|SOLO FF.

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