



PRESS RELEASE: FOR IMMEDIATE RELEASE

InSync Technology Signs OEM Partnership with GrayMeta

Deliver complete solution for high-end ingest and automated metadata creation for archiving applications



Part of GrayMeta's award winning SAMMA solution

Stand 2.A18, IBC 2022, Amsterdam, 9-12 September – InSync Technology today announces that it has entered into an OEM partnership agreement with leading provider of metadata solutions, GrayMeta, to deliver a solution for high-quality content ingest with automated metadata creation. The integrated offering is particularly relevant to archiving applications.

Already deployed by the world's largest library, the solution draws on InSync's heritage and expertise in delivering ultra high-quality content for broadcast applications, and GrayMeta's deep knowledge of leveraging metadata to increase revenue. InSync's AE2020 Analysis Engine will now form part of GrayMeta's Emmy Award-winning System for Automated Migration of Media Assets (SAMMA), which performs video digitisation and supports migration of tape archives to file-based assets. The integrated solution 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.

InSync Technology's Managing Director, James Taylor, commented "We are proud to partner with an innovator such as GrayMeta as we meet the growing demand for unmatched quality and cost-effective conversion in archiving. The combination of InSync AE2020 and SAMMA creates an elegant and powerful solution that can handle a comprehensive range of formats."

Together, InSync and GrayMeta have delivered a solution that can apply a wide range of signal conditioning, including time base correction, RF dropout compensation, noise reduction, procamp, gamut legalisation, and aspect ratio conversion. It also automates the process of managing the migration of videotapes to digital files.

"We are delighted to bring InSync Technology's analysis engine into our archiving ecosystem," said Chi-Long Tsang, SVP & Principal Architect with GrayMeta. "We are now able to offer customers a comprehensive solution that makes archived content more accessible and reusable across a wide range of applications."

The integrated InSync and GrayMeta solution will be shown on stand 2.A18 during IBC.

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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.

More information is available at www.insync.tv.

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