



IN-SYNC TECHNOLOGY // SUCCESS STORY

# Reuters and InSync deliver access to entire news library without compromising quality

FrameFormer motion compensated conversion technology integrates seamlessly into global news agency's own media platform

Increasingly, broadcasters and content owners are seeking to use their own in-house expertise to develop technology platforms which they can uniquely design, customise and maintain. For some media processing tasks, even an experienced team won't have the resource or expertise to recreate critical image processing technology which may have years of specialist R&D behind it.

The way in which **InSync Tehcnology** licenced its **FrameFormer** format conversion software library to allow Reuters to add this capability to their own platform is a perfect example of effective and ground-breaking collaboration between content owners and technology vendors.

// SHARED SOLUTION GOALS



Migrate from legacy hardware



Flexibility to scale on-demand



Friction-free integration



Best possible image quality

## The Challenge

With a global customer base and a library of over 600,000 clips, Reuters news agency needs to be able to process video quickly and on-demand, so that they can deliver high quality, compelling content in the format to meet each customer's needs.

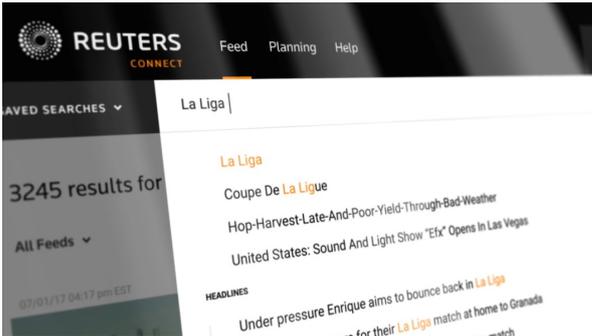
The challenge was to integrate class-leading format conversion technology into an existing media processing platform, solving a technical problem without the need for time consuming third-party integrations or dedicated hardware. By offering access to **InSync's** world leading motion compensated standards conversion technology as an SDK, Reuters could integrate the technology seamlessly into their own media processing platform.

“Upgrading our standards conversion capability with **FrameFormer** means we can now offer customers more choices when accessing our content and ensure that the highest possible picture quality is preserved throughout”

- NAME AND TITLE, REUTERS

## The Solution

The Reuters Connect platform is a B2B service which allows Reuters' customers to search, preview, edit and export content in the format which they need, anywhere, anytime. With individual customers requiring the most appropriate choice of format, frame rate and scan type for their local needs, an export process maintaining the best possible image quality is indispensable.

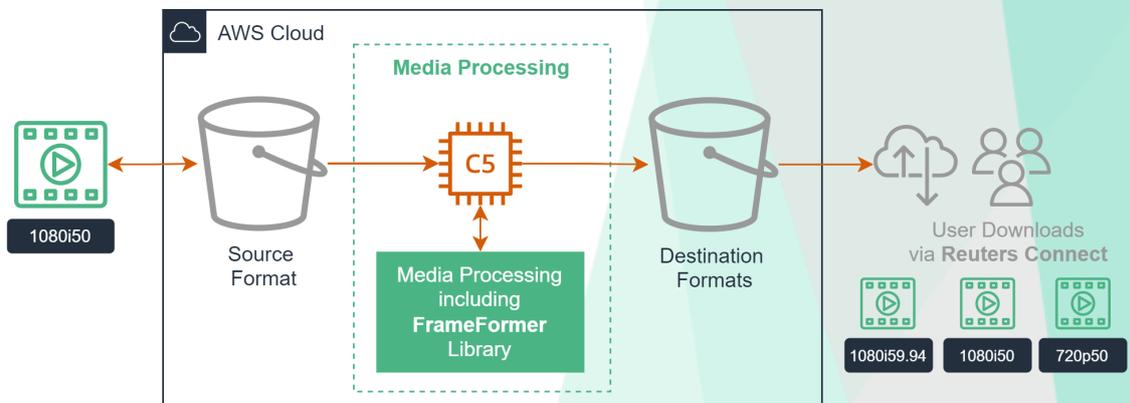


A major benefit of **InSync's FrameFormer** technology is that the same image processing engine can work with file-to-file transforms and on live video streams – whether the solution is deployed on-premise or in the cloud. **FrameFormer** converts media between frame rates and, since it requires CPU only, it is optimised for cloud deployment including Reuters' preference to create a virtualised solution using AWS.

The software library was made available to engineers at Reuters and expert assistance was provided in making sure the appropriate API calls were identified and the most seamless integration could take place between the two systems. After an evaluation of the end-to-end quality, the solution was deployed to production.

Quick and successful deployment is in no small part due to **FrameFormer's** clear-cut interface supporting a comprehensive range of popular, and less common, video buffer structures. Care has been taken to make the software library highly portable with the ability to deploy on a range of operating systems including Linux, Windows, and Mac. Furthermore, careful control of the library's dependencies enables broad support for different Linux distributions, both well established and right up-to-date.

In this integration, Reuters deployed the 64bit Linux shared library variant. Working together, the two engineering teams collectively optimised the integration to make the best use of the efficiency of the underlying code. In cloud computing these efficiencies also reduce cost by minimising the compute power required for each job.



The smooth integration has been possible thanks to the clearly defined API and attention to detail at the software architecture level which has permitted every release of the **FrameFormer** SDK to-date to be deployed as a drop-in replacement. Tuning and optimisations to the interfaces and the underlying code have resulted in increased throughput and helped to lower the total cost of operating the system through lower compute costs, during the system's lifetime.

## The Future

Focus is intended to be on easier deployment as well as scaling up and down to save cost and to ensure throughput is readily available meet peak demand.

Another area for future deployment is to adopt the **FrameFormer** cloud-based technology to provide standards conversion for live streams of video which are distributed to broadcasters around the world.



Convert to and from any format



World-leading motion compensation



Easily deployed SDK



Clear-cut integration and API

**InSync Technology Ltd** is a successful and growing employee-owned business. Since our inception in 2003, InSync has specialised in development of highly efficient signal processing and standards conversion products, with a focus on motion compensated frame rate conversion.

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