

InSync Technology and Techex Collaborate to Distribute Gold-standard Frame Rate Conversion, Live, Anytime, Anywhere

Stand C20, MPTS 2023, London, 10th-11th May — InSync Technology today announced that it has partnered with IP and cloud delivery leader, Techex, to bring powerful and flexible standards and format conversion of video to live cloud production environments. The solution has already seen interest from major global broadcasters who are keen to see InSync's patented technology incorporated in to Techex's software.

Techex's technology portfolio includes MWEdge, a software gateway which provides robust, scalable and efficient transport of live video into, out of and around the cloud. With a feature-set tailored to tier one broadcasters, MWEdge has seen wide deployment in the cloud for delivering 24x7 linear streams and for some broadcasters is the only approved software on-prem or in-cloud for moving live video over the internet and into the cloud. MWEdge stands out in the market as much due to its comprehensive telemetry and transparent NDI transport features as its ability to be deployed in Infrastructure-as-Code environments.

InSync's FrameFormer produces gold-standard, CPU-only standards conversion capable of live delivery on the widest variety of cloud compute resource. Alongside motion compensated frame rate conversion, the FrameFormer suite provides a powerful deinterlacer, cadence and aspect ratio conversion. Supporting any combination of resolution, scan-type, and frame rate the solution will be able to handle the most challenging of live production workflows.

"We're delighted to bring FrameFormer to such a high quality platform." said James Taylor, InSync Technology's Managing Director. "We've had positive interest in our Techex collaboration with FrameFormer and MWEdge smartly positioned to optimise cloud-based compute resource and deliver exceptional quality services to tier one broadcasters."

InSync's conversion algorithms inside Techex's delivery system produces the best possible image quality whilst having the advantages of cloud-based flexibility. The integration removes the need for ancillary software or hardware processes that could add latency and complicate a production.

Richard Bailey, CEO of Techex, commented, "Our partnership with InSync exemplifies our commitment to delivering cutting-edge, cloud-based video solutions to the broadcasting industry. This partnership will bring broadcasters an unparalleled solution for seamless, high-quality live video transport for contribution and cloud production. This collaboration not only enhances our technology portfolio but also solidifies Techex's position as a leader in IP and cloud delivery innovation."

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 inside 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.

More information is available at www.insync.tv.

About Techex

Cloud and IP Video specialist Techex is a leading technology solutions provider with a focus on long-term partnerships. In addition to building their own technology, Techex partners with a selective list of emerging technology companies that are transforming the use of IP and the cloud for live video management.

Innovation is at the heart of Techex's DNA, and since 1971, Techex has been hunting out disruptive technologies and supporting their adoption, ensuring our customers maintain their competitive edge. Today, Techex is a leader in delivering the world's largest and most ambitious ST 2110 production infrastructure, as well as designing cloud infrastructure for the fastest-growing content distribution platforms in the market.

More information is available at techex.co.uk