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InSync Technology's MCC-HD Wins Best of Show Award at IBC 2023

IBC Show, September 15-18, Amsterdam, Booth 2.C30--InSync is proud to announce that its newly unveiled MCC-HD has been honoured with the Best of Show Award at IBC 2023 by TV Tech.

The Best of Show awards recognise the most outstanding broadcast products and solutions on display at IBC, one of the world's premier media and entertainment technology exhibitions. These prestigious awards highlight significant evolution within the industry, underscoring innovation and excellence in their respective fields.

The judging process involved a rigorous evaluation by a panel of independent industry experts who considered various factors, including the general quality and relevance of the product, design and build quality, business/operational benefits, innovation in concept/design/delivery, technical excellence, and cost-effectiveness.

InSync's MCC-HD emerged as one of the standout winners, showcasing its game-changing ability in the field of video processing. This single-channel, motion-compensated frame rate converter impressed the judges with its scalability, efficiency, and high-quality frame rate conversion, meeting and exceeding many of the various judging criteria.

James Taylor, CEO of InSync Technology, expressed his delight at receiving the Best of Show Award: "The incredibly talented team that create our hardware and software have hit a new high with this latest product. Not only have we delivered a truly high quality video conversion output but we have packed it all into a single RU that only utilises 45W per channel. Launched at IBC, the orders are rolling in.

Our successful collaboration with our friends at FOR-A continues with the second new product launch this year, following on from an 8K up/downconverter."

The MCC-HD is set to revolutionise the broadcasting industry, offering unparalleled image quality and precision for major sporting events, including the upcoming Olympics and Euro 2024 football championships. InSync's commitment to pushing the boundaries of video processing technology has once again been acknowledged by industry experts, reinforcing its position as a leading force in video conversion.

For more information about InSync and the award-winning MCC-HD, please visit www.insync.tv.

About InSync

InSync is a world-leading specialist in broadcast standards conversion, dedicated to developing highly efficient signal processing hardware and software products. With a focus on motion compensated frame rate and format conversion (standards converters), InSync offers flexible solutions for CPU-only deployment. Their innovative FrameFormer software standards converter, available for various operating systems, provides unmatched performance and flexibility, integrating seamlessly into thirdparty solutions and turnkey software applications.