



INSYNC TECHNOLOGY // PRESS RELEASE

InSync Introduce the MCC-HD2: Dual-Channel Gold Standard Frame Rate Conversion

NAB Show 2024, Las Vegas, Booth W3023 — InSync, the pioneer in high-quality video processing, in collaboration with FOR-A, proudly introduces the latest advancement in the award-winning and frequent world-first MCC range: the MCC-HD2. Building on the success of its single channel predecessor, this cutting-edge hardware represents a significant evolution, offering premium sports quality motion compensated frame rate conversion for two HD streams.

The MCC-HD2 emerges as the ultimate solution for broadcasters seeking exceptional motion compensated frame rate conversion in an efficient, compact form. As a 1RU solution, it effortlessly maintains the gold-standard image clarity and detail established by the MCC-HD, ensuring a flawless conversion experience for broadcasters operating in space-constrained environments such as Outside Broadcast (OB) vans and crowded studios.

The expert engineering design team at InSync has implemented dedicated hardware, leveraging powerful algorithms from the MCC-8K to deliver consistent and high-performance conversion for two channels in only 1 RU, with impressive

energy consumption reductions. The MCC-HD2 achieves this efficiency whilst consuming less than 70W of power, making it a market-leading solution for energy-conscious environments and cost-savings. In comparison to other trusted and benchmarked converters, broadcasters can expect an 86% reduction in their carbon footprint and energy savings.

Its advanced features will include support for the increasingly popular SMPTE 2110 standard, with a custom GUI designed with our customer's feedback and efficiency in mind.

James Taylor, CEO of InSync Technology, highlights the company's focus for 2024: "InSync is ready for the upcoming global sporting events. Our latest product, the MCC-HD2, is designed to meet the high standards of major broadcasters while reducing environmental and economic impacts. We're committed to leading the way in quality, sustainable broadcasting technology."

Hiro Tanoue, Director of the Overseas Business Division at FOR-A, said, "Our ongoing alliance with InSync Technology consistently drives world-class innovations, fulfilling the real needs of major broadcasters and events. The MCC-HD2 represents another milestone in our commitment to delivering cutting-edge solutions."

Attendees of the SVG Summit in Las Vegas and NAB Show in April will have a first sight opportunity to experience the MCC-HD2 in person. Visit Booth W3023 at the NAB Show or connect with our representatives at the SVG Summit to explore the advanced features and unparalleled performance of this state-of-the-art motion compensated frame rate converter.

For more information about InSync Technology and its comprehensive range of video processing solutions, please visit their official website at insync.tv.

About InSync

World-leading broadcast 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).