

INSYNC TECHNOLOGY INTEGRATES FRAMEFORMER® WITH MATROX ORIGIN FOR ENHANCED LIVE PRODUCTION

InSync's Format Conversion Technology and Matrox's
Low-Latency Cloud-Native Software Deliver Superior Workflow

INSYNC IBC 2024 BOOTH #2.C30

FOR RELEASE ON: WEDNESDAY, SEPTEMBER 4, 2024

PETERSFIELD, UK --- InSync Technology, the leading provider of high-quality video processing technology, today announced that it has integrated its award-winning FrameFormer® product into the Matrox ORIGIN software framework for improved live production workflows. The combination of FrameFormer's leading format and standards conversion technology with ORIGIN's low-latency cloud-native software delivers superior workflows for broadcasters, streamers, and production companies.

InSync and Matrox will demonstrate real-world applications of FrameFormer® and ORIGIN, showcasing the resilience of ORIGIN architecture running in two AWS availability zones, powering live production and broadcast workflows at the Matrox Video stand 7.B15 at the RAI Convention Center during IBC 2024 in Amsterdam, September 13-16. InSync will also demonstrate FrameFormer and ORIGIN at its stand 2.C30 during IBC.

"Insync FrameFormer is widely regarded as the gold standard in video content conversions between different formats and standards—ensuring pristine video content regardless of the original or the destination format, said Francesco Scartozzi, vice president of sales and business development, Broadcast and Media Group at Matrox Video. "We are thrilled to welcome Insync Technology to participate in the Matrox ORIGIN ecosystem. Working with industry-leading vendors like Insync enables us to provide customers with best-of-breed product selection for their live broadcast workflows and keep industry innovation moving forward."

Matrox ORIGIN is an asynchronous media framework that enables the development of software-defined media facilities using best-of-breed media services running on generic IT equipment—on-premises, in a private data center, or in the public cloud. Built on cloud-native architecture that reconciles live production requirements with the capabilities of the cloud, Matrox ORIGIN provides low latency, resilient, and broadcast-grade media solutions capable of tier 1 large-scale deployments.

"We continue to add strategic value to our FrameFormer product through integrations such as ORIGIN, and Matrox provides a powerful dynamic for our live customers," said James Taylor, CEO of InSync. "Our 'InSync Inside' campaign progresses at IBC 2024, as we showcase the ways in which FrameFormer can benefit a variety of live workflows."

A discussion regarding the future of IT for live production, as well as a Matrox ORIGIN with Insync FrameFormer conversion demonstration will take place at *Your Complete Blueprint for the IT Revolution in Live Production*, a seminar hosted by Matrox Video at RAI Amsterdam Convention Centre (Room G106). To learn more and register for the seminar, please visit: <https://go.matrox.com/ibc-2024-origin-seminar-registration.html>

ABOUT INSYNC

InSync is the leader in broadcast standards conversion technology. The company, spun out of digital broadcast pioneer Snell & Wilcox 21 years ago, is firmly dedicated to the development of high-efficiency signal processing hardware and software products. Focused on motion-compensated frame rate and format conversion (standards converters), InSync offers flexible solutions for CPU-only deployment. The company's innovative FrameFormer® software standards converter, provides unmatched performance flexibility, integrating seamlessly into third-party solutions and turnkey software applications. Based in Petersfield, UK, InSync has created a global network of embedded partners for its "InSync Inside" solutions. For more information, visit <http://www.insync.tv>.

###

EDITOR'S NOTE: For a color photograph of James Taylor, CEO of InSync Technology, Francesco Scartozzi, vice president, sales and business development, broadcast and media group at Matrox Video, product shots of the InSync FrameFormer and MCC-HD2, or product shots of the Matrox ORIGIN, please contact Chris Pfaff at chris@cptm.co or +1-201-218-0262