

## **INSYNC TECHNOLOGY INTEGRATES FRAMEFORMER® WITH SYNAMEDIA vDCM AND QUORTEX LINK**

Live Sports Distribution with Quortex Link Enhanced  
With InSync's Format Conversion Technology

INSYNC IBC 2024 BOOTH #2.C30

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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 Synamedia Virtual Digital Content Manager (vDCM) suite of cloud-based video processing solutions. The FrameFormer technology will also enhance Synamedia's Quortex Link for cloud-based video distribution.

InSync will demonstrate FrameFormer at IBC 2024 in Amsterdam, from September 13-16 at Booth #2.C30 in the RAI Convention Center. Synamedia will also demonstrate the solution at Booth #1.B33 at IBC.

"Our sports clients are seeking more powerful solutions for playout, and we have found Synamedia to be a reliable partner for our FrameFormer technology," said James Taylor, CEO of InSync Technology. "The Synamedia solutions enhance workflow and overall quality of experience for live sportscasters, and ideally complements our format and standards conversion products."

Synamedia is the latest addition to the 'InSync Inside' campaign to integrate FrameFormer into a wide range of leading broadcast products and solutions.

InSync recently announced the release of the industry's first dual channel HD broadcast frame rate converter that is fully integrated with the SMPTE 2110 standard in a compact one rack unit (1RU) form. The SMPTE 2110 standard specifies a suite of IP delivery schemes for real-time transmission of video, audio and metadata, making the InSync MCC-HD2 an essential part of global broadcast workflows for live events, particularly sports content. The award-winning MCC-HD hardware product series delivers unparalleled motion-compensated conversion, and ensures smooth, high-quality changes between different frame rates and formats.

### **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>.

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EDITOR'S NOTE: For a color photograph of James Taylor, CEO of InSync Technology or product shots of the InSync FrameFormer and MCC-HD2, please contact Chris Pfaff at [chris@cptm.co](mailto:chris@cptm.co) or +1-201-218-0262