



FILE BASED ASSET MANAGEMENT

Restore, Distribute, and Monetize

Our file-based and asset management services feature next-generation infrastructure and state-of-the-art digital technologies that provide you with the flexibility you need to store, manage, repurpose and deliver your media content.

We offer file based digital content, archival and management services, duplication, standards conversions and other services aimed at maximizing the potential of your library.

We help manage your transition to an electronic media archive that will allow you to repurpose and distribute your media content in a range of formats bridging traditional processes and platforms.

Our Restoration Services eliminate sound and picture defects and make your product look and sound as good as it can.

Distribute in any file format

How much value are you getting from your archive material? Are your thousands of tapes yielding revenue? Or are they costing you in terms of storage, while gradually degrading and losing value?

AMP's Digital Asset Management System creates the best possible quality master files from your old tapes. This means you can start making money from your archive library and preserve your tapes before they degrade excessively or get damaged in fires or floods, or the videotape recorders that can read them become obsolete.

We get you the format you need for delivery: 1920 HD, 720P HD, 1440 HD, 960x540 HD, XDCAM, MPEG-2 I-Frame, Long-GOP, DV, DVCPRO, DVCPRO HD, PAL and even material with VBI in video or analog blanking.

Once your file is ingested, we can easily convert between all these formats with the best scaling and de-interlacing technology available, and the best HD/SD up, cross and down standards conversion in the industry:

- HD and SD up/down/cross-conversion to PAL including audio rate changes.
- Support for a wide array of codecs and wrappers you need to create deliverables for broadcast playout and other media platforms such video on the web, VOD, IPTV, personal media players and mobile phone devices.
- Fully motion-compensated SD standards conversion for international distribution.
- Transcoding during ingest.
- Integrated job management and reporting for improved efficiency.

Import from all file formats and stay tapeless

At AMP we can ingest and playback all HD or SD file formats as well as read XDCAM and P2 SD/HD disks and memory cartridges. We transcode files to the formats suitable for your production, editing and distribution needs, with integrated HD and SD up/down/cross conversion.

AMP's digitizing hardware and software automatically and simultaneously encode multiple versions of a master as it is being ingested.

Automated proxy generation

We produce multi-format proxies in real-time during ingest, for easy integration with workgroup operations and asset management systems. Frame-accurate proxies can be marked with burnt-in time code and contain time code tracks to help lower production costs in large work group environments.

In addition, our AmberFin iCR system offers integrated metadata logging capabilities. iCR automatically creates, imports and updates existing information from asset management systems with technical and descriptive metadata that helps maintain an up-to-date account of your assets.

Automated QC during ingest

Ingest is the start of the transcoding process. If content is not right here, there's no point wasting time processing it further. Our Automated Quality Control System checks assets at ingest and monitors dozens of audio, video and data parameters and flags any deviation from preset values. This means we spot problems at the beginning of the workflow, avoid time consuming rework and prevent costly mistakes.

- Automated QC identifies picture, sound or data errors quickly
- Guarantees delivery of high-quality picture and sound content
- Eliminates format compatibility problems
- Avoids expensive rework
- Media quality assurance throughout the file lifecycle
- Easy to read reports

Reports are easy to read, giving you the exact nature of the error along with the time code and a thumbnail of the frame where it occurred.

Audio QC support across a wide range of formats enables us to inspect in real-time every channel automatically including a range of parameters no human could ever hope to monitor in a single pass.

We can also decode a Dolby D-encoded channel into discrete 5.1 AES during real-time playback and output audio as SDI-embedded audio and AES outputs.

Delivery of the highest quality HD content

High definition encoding is notoriously difficult and is one area where you cannot afford to take chances with the quality of your assets. We monitor for defects that are barely perceptible to the human eye, providing you the best possible HD product. All in real time and in all HD formats.

A survey conducted by User Analytics revealed that iCR software produces superior looking video content. Over two thirds (68%) of those questioned preferred the picture quality of the video transcoded by iCR.

We can also produce superior picture quality at an equivalent file size, or better quality at lower files sizes — reduced by up to 25%. You will always be able to deliver the optimum product for any given new media platform at any given bandwidth.

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