



AmberFin

making media work

www.amberfin.com

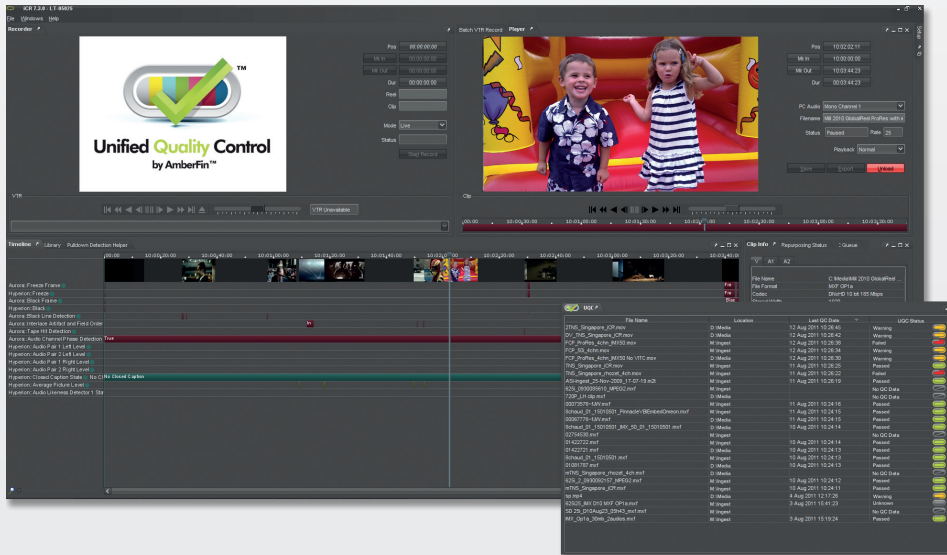
AmberFin iCR V7.3

Technical data sheet



AmberFin iCR is a family of software products that perform high quality ingest (encoding), transcoding, review, cut and splice editing, versioning, format conversion, standards conversion, operator annotation and file based or video based QC.

iCR is a scalable, modular software solution, using cost effective commodity IT hardware that can adapt and grow as the needs of your business change.



Built upon Emmy award winning technology from Snell & Wilcox, iCR ensures your media assets have the highest quality whether they are SD, HD or new media assets.

With proven best in class image quality and industry leading integration, iCR is in widespread use today by content owners, broadcasters, sports organisations and post houses.

Save time, reduce costs

Automated and human assisted QC workflows allow levels of operator-free working to bring a step-change reduction in the cost of creating media assets. AmberFin iCR can simultaneously encode, transcode, QC and create proxies - saving time and increasing throughput in today's cost-sensitive media factory applications.

Whether operating a single iCR or a network of iCRs tailored to the specific needs of your business, AmberFin iCR can deliver the files you need at the low costs required to run a profitable media business.

Ingest once, publish many

Our 10 bit high quality ingest formats JPEG 2000, AVC-Intra, ProRes and DNxHD cut the cost and complexity of

managing 'many in to many out' workflows. When used as a "mezzanine compression format", these advanced codecs deliver the promise of "ingest once, publish many".

Prevent costly mistakes with Unified QC

Performing reliable quality control on a media asset throughout its lifecycle is a complex task and no one system offers all the answers.

Only AmberFin offer a comprehensive choice of 'on the fly' baseband video QC during ingest plus background file based QC, plus operator annotation and markup, all in a single unified user environment. Operator burden is reduced and errors are prevented with all QC reports from baseband, file and manual QC presented on a clear and simple timeline timeline.

Increase quality, reduce turnaround

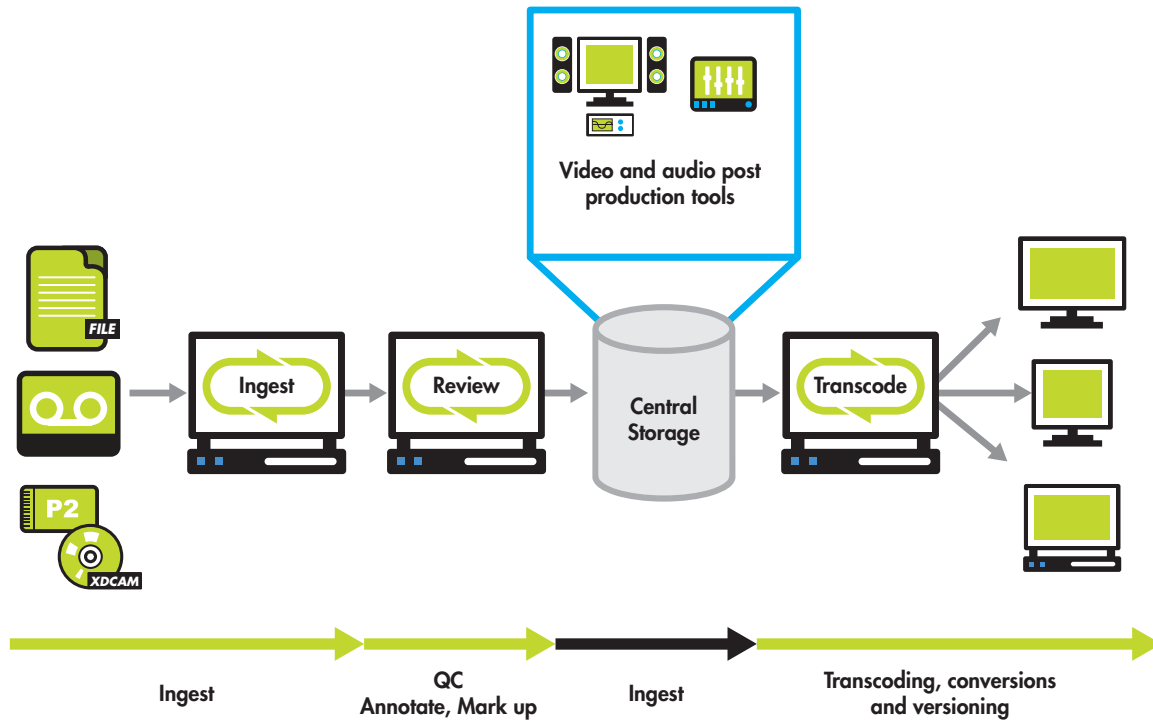
Motion compensated HD and SD algorithms offer the best quality file based standards conversion on the market. Improved workflow for 576i/25 to 720p/50 conversion ensuring the highest quality output in the lowest possible time.

AmberFin iCR V7.3 features

- AnyMez™ - Support for major Mezzanine formats - ProRes, JPEG2000, AVC-Intra, DNxHD, DV/DVCPRO 25/50/100/HD, MPEG-2 and Uncompressed
- Transcode during ingest for low latency multi-format transcoding
- AmberFin Unified QC enhances operator efficiency^{New}
 - o VTR status QC
 - o Video content QC
 - o Audio content QC
 - o XML-based QC reports with timeline-based QC review and annotation tools
 - o File based metrics
 - o Harding analysis
 - o Many more
- Real-time Proxy Creation
- Capture & Playback of VBI and VANC^{New}
- File Conversion Tools which include:
 - o Motion compensated HD and SD standards conversion
 - o Pre-processing filter for image enhancement
 - o SD/HD up/down/cross conversions and SD/HD Color Space Conversion
 - o Advanced scaling for dominance correction.
 - o Speedups and slowdowns of video and audio to always maintain sync
 - o Constant Cadence 3:2 pulldown Add/Remove as well as frame dropping/doubling
 - o VBI pass-through and ability to Add/Remove SD Analog Blanking (704 pixels)
 - o Civolution watermarking
 - o SCC, 436M & STL support
- Integration and Automation
 - o Open Transcode API for advanced media manufacturing
 - o Web service control as though you had a "robot operator"
 - o Avid Interplay support
 - o VTR Control and Batch EDL acquisition
 - o VDCP interface and VTR Emulation
 - o GUI java plug-in API
 - o Watch Folders
 - o User Definable Scripts and notifications
- VTR Cart control option

Powerful 'media factory' toolset

The iCR toolset covers almost every aspect of commercial content production, from ingest through to delivery. This frees up creative video and audio post production tools - and the creative staff who operate them - from 'heavy lifting' tasks like bulk tape ingest or multi version delivery. iCR's range of template tools and QC tools also frees up staff from repetitive labour intensive manual processes and reduces expensive mistakes caused by operator error.



Comprehensive product line up

Choose the system you want, add the options you need:

iCR Product	iCR Format Converter	iCR Standards Converter	iCR File Player/File Player SDI	iCR Ingest	iCR Works
Model Number	1101	1102	2102	3102	5102
Real-time Ingest	Option	Option	Option	✓	✓
Real-time Playback	Option	Option	✓	✓	✓
Play baseband to monitor/VTR	Option	Option	File Player SDI	✓	✓
Bundled Standard QC Option	Option	Option	Option	Option	✓
Transcoding	✓	✓	Option	Option	✓
Format Conversion (Up / Down Conversion)	✓	✓	Option	Option	✓
HD Standards Conversion	Option	✓	Option	Option	Option
VTR Cart Control	Option	Option	Option	Option	Option
MXF cut and splice editing	✓	✓	Option	Option	✓

Supported V7.3 formats

Format		Ingest	Play back	QC	Transcode	
					in	out
AVI (Matrox compatible)	DV / DVCPro	●	●	●	●	●
	Uncompressed video	●	●	●	●	●
	Uncompressed audio	●	●	●	●	●
	User installed codecs (input side)	✘	○	○	○	✘
MXF OP1a	JPEG 2000	●	●	●	●	●
	MPEG-2 I frame	●	●	●	●	●
	AVC-Intra	●	●	●	●	●
	MPEG-2 Long-GOP	✘	●	●	●	●
	HDV	✘	●	●	●	✘
	DV / DVCPro 50/100/HD	●	●	●	●	●
	D10 (IMX 30 / 40 / 50)	●	●	●	●	●
	Uncompressed audio	●	●	●	●	●
	MP1L2 audio	●	●	●	●	●
	Dolby D (AC-3, 5.1)	●	●	●	●	●
MXF XDCAM	XDCAM HD	●	●	●	●	●
	DVCAM	●	●	●	●	✘
MXF P2	DV / DVCPro 50/100/HD	●	●	●	●	●
	AVC-Intra	●	●	●	●	●
MXF OP-Atom	DNxHD	●	●	●	●	●
MXF AS02	JPEG 2000	●	●	●	●	●
	MPEG-2 I frame	○	●	●	●	●
	MPEG-2 Long-GOP	✘	●	●	●	●
	D10 (IMX 30 / 40 / 50)	●	●	●	●	●
	DV / DVCPro 50/100/HD	✘	●	●	●	●
	Uncompressed audio	●	●	●	●	●
	Dolby D (AC-3, 5.1)	●	●	●	●	●
MPEG2 Transport Stream	MPEG-2 I frame	●	●	●	●	●
	MPEG-2 Long-GOP	✘	●	●	●	●
	D10 (IMX 30 / 40 / 50)	●	●	●	●	●
	HDV	✘	●	●	●	✘
	H.264 / AAC	✘	○	○	○	○
	Uncompressed audio	●	●	●	●	●
	MP1L2 audio	●	●	●	●	●
	Dolby D (AC-3, 5.1)	●	●	●	●	●
MPEG2 Program Stream	MPEG-2 I frame	●	●	●	●	●
	MPEG-2 Long-GOP	✘	●	●	●	●
	D10 (IMX 30 / 40 / 50)	●	●	●	●	●
	MPEG1 video	proxies	✘	✘	✘	●
	Uncompressed audio	●	●	●	●	●
	MP1L2 audio	●	●	●	●	●
	Dolby D (AC-3, 5.1)	●	●	●	●	●

Key: ● full support ○ partial support ✘ unsupported in current version.

Some functionality such as Dolby D is sold as an option.
 Ingest functionality requires a Matrox x.mio 8500 card.
 ProRes Transcode output requires a Matrox dongle. Currently this is a Matrox x.mio 8500 card.
 Other transcodes may be possible.

Format		Ingest	Play back	QC	Transcode	
					in	out
Elementary Streams	JPEG 2000	●	●	●	●	●
	MPEG-2 I frame	●	●	●	●	●
	MPEG-2 Long-GOP	✘	●	●	●	●
	D10 (IMX 30 / 40 / 50)	●	●	●	●	●
	MPEG1 video	proxies	✘	✘	✘	●
	DV / DVCPPro 50/100/HD	●	●	●	●	●
	Uncompressed audio	●	●	●	●	●
	MP1L2 audio	●	●	●	●	●
	Dolby D (AC-3, 5.1)	●	●	●	●	●
	WAV / B WAV	●	●	●	●	●
AIFF	●	●	●	✘	✘	
System stream	MPEG1 video + MP1L2 audio	proxies	●	●	✘	●
QuickTime (.mov)	MPEG-2 IFrame	✘	●	●	●	✘
	Pro-Res	●	●	●	●	●
	MPEG-2 Long-GOP	●	●	●	●	✘
	XDCAM HD	✘	●	●	●	●
	D10 (IMX 30 / 40 / 50)	●	●	●	●	●
	DV / DVCPPro 50/100/HD	●	●	●	●	●
	Native QT 7 A/V codecs on Windows	✘	●	●	●	●
	User installed QT 7 A/V codecs (e.g. ON2 flash)	✘	●	●	●	●
	Uncompressed 10bit / 8 bit	●	8 bit	8 bit	●	●
	Sorensen video 3	proxies	●	●	●	●
	ASP	x	●	●	●	●
	H.264	proxies	●	●	●	●
	AAC	✘	●	●	●	●
AMR	✘	●	●	●	●	
Avid Pinnacle	Contact AmberFin	✘	✘	✘	●	●
GXF	MPEG2	○	●	●	●	●
MP4	H.264	proxies	●	●	●	●
	AAC	✘	●	●	●	●
Windows Media	VC-1	✘	●	●	●	●
	WM9	proxies	●	●	●	●

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Want to know more?

AmberFin iCR award winning technology, is widely used by Content Owners, Broadcasters, Sports Organizations and Post Production Facilities worldwide. To find out more, contact your local AmberFin channel partner, or contact AmberFin:

info@amberfin.com
 www.amberfin.com



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E&OE
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