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ATG DANMON UK

# File-based production support system for Intervideo, London

*Gerry Wade at the new file ingest, transcoding and QC desk*

ATG Danmon is one of the world's most successful providers of high-end reliable and easy-to-operate integrated systems for broadcasters and programme makers.

Active in Europe, Asia, Africa and the Middle East, ATG Danmon is part of the Dan Technologies Group which operates from offices in the United Kingdom, Germany, Denmark, Norway, Portugal, Spain, Sweden, the United Arab Emirates and Vietnam.



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ATG Danmon designed and integrated a file transcoding and standards conversion system for Intervideo, London's longest established independent broadcast post-production house.

"We do whatever is necessary to repurpose client content and deliver it either in the file or tape domain," explains Intervideo Technical Director, Gerry Wade. "The perception of file-based workflow is that it must be easier than working with video tape. In the old days, the only question you had to ask was whether the client wanted PAL or NTSC and what the tape format was. Now we have to handle a multitude of different codecs, wrappers, metadata requirements and audio bit-rates. Every job becomes totally bespoke. The outgoing file will go straight into the client server and be automatically checked to ensure that it complies to the customer's exacting specifications.

"The bulk of our encoding work was performed in three Apple FCP suites but our volume of work dictated a more efficient solution. We looked at various encoding and transcoding products and identified AmberFin iCR software running on high-specification servers. This offered us much greater flexibility to meet each client's needs via a unique mix of user operation and automated workflow.

"We decided to invest in a complete turnkey solution from ATG Danmon, including computers, software and auxiliary hardware. ATG Danmon pre-installed and tested the system and managed the integration, set-up and initial training.

"ATG Danmon was a logical partner for this project given the company's proven experience providing file-based broadcast systems over many years. ATG Danmon also manage the support which includes remote log-in to deal

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chase a call centre halfway across the world if a complication arises.

“The complete installation occupies a standalone control desk which is connected to our storage network. It consists of an iCR ingest server on the left which allows us to create a file from tape in practically any codec and wrapper. This also has some dedicated editing functionality. On the right is an iCR transcode server which allows us to convert a file from one type to another, or manage the metadata or repackage it.

“The system also has Vidcheck file analysis software integrated though the iCR’s Unifier which automates the transcode and QC workflow. Also installed is iCR player which allows us to review, in baseband, any file along with any error data from Vidchecker displays along the players time line. Files can also be edited at this point if necessary. This makes the process of file creation, quality control and human review very efficient.

“The system enables us to deliver, among other things, DPP-compliant files which become mandatory from October for anything going to the BBC, BSkyB, Channel 4, Channel 5 or ITV”.

The AmberFin iCR platform enables content producers, post-production facilities, broadcasters and transmission service-providers to deal with high volumes and true-to-source high-quality pictures at the same time. Unique to the iCR Platform, AmberFin’s UQC automated processes integrate third-party verification tools to enable efficient and effective decision-making and new levels of confidence in the processes of file creation and transformation. At IBC AmberFin will be showing a new file-based standards conversion product.

Vidcheck’s Vidchecker automatically checks the video quality of file-based content, intelligently correcting luma, chroma and RGB. It also conforms audio peak and audio loudness levels to ATSC/CALM and EBU requirements.

Situated between Maida Vale and the iconic Abbey Road Studios, Intervideo has been offering clients technical excellence and unrivalled customer service over nearly four decades. The company was formed in 1977 by founder and current Managing Director Trevor Nash, who set the benchmark principles of technical excellence and customer services which continue to be applied.

Intervideo’s passion of sharing knowledge and exploring new ways to constantly improve the its portfolio of services has been appreciated and enjoyed by clients and employees alike.



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