

Case Study

Conversions Plus and Alchemist Ph.C-HD Deliver Outstanding HD Conversions to International Clients



Snell's Alchemist Ph.C-HD gives Conversions Plus a clear competitive advantage by enabling it to provide seamless high-quality HD video conversions for key broadcast clients including HBO and MTV Networks.

Free of video and film related conversion artefacts.

The Customer

Conversions Plus based in Manhattan, New York, is at the forefront of high-end standards conversion and provides services to many leading players in the industry, both in the US and on a global basis.

A division of Duplication Services, Conversions Plus' expertise complements the multimedia duplication and delivery services of its sister companies, working to the same ethos of continuous attention to detail to ensure they exceed clients' expectations.

The Challenge

With many European and global broadcast clients migrating to HD TV and international program buyers requesting HD content, demand for HD conversions has dramatically increased.

The challenge for Conversions Plus was to provide its many international broadcast clients with 50Hz HD converted material free of video and film related conversion artefacts in time with their schedules.



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The Snell Solution

Multi Emmy Award winning Alchemist Ph.C-HD, is the product of extensive research into the exacting demands of HD frame-rate conversion. It yields converted images of unparalleled quality and clarity so that even the most dynamic content is delivered with stunning detail, free from artifacts and virtually indistinguishable from the original HD input.

The comprehensive feature set includes the following:-

- Ph.C motion compensated HD and SD standards conversion
- Multi-rate HD/SD SDI inputs & outputs
- Advanced format conversion (up, down & cross)
- Automatic Aspect Ratio Conversion including AFD authoring
- CleanCut™ technology
- Two SDI inputs, switchable
- Two independent video outputs
- AES and embedded audio
- DolbyE transcoding (option)
- Intuitive touch screen control
- RollCall® networked control and management system
- SNMP control and monitoring
- Dual redundant power supplies
- Timecode (option)
- Noise reduction
- Gamut legalization

The Results

Alchemist Ph.C-HD has given Conversions Plus a clear competitive advantage by enabling it to provide seamless high-quality HD video conversions for key broadcast clients such as HBO and MTV Networks and agency work for Maybelline International and Gotham.

'Alchemist HD has again proved Snell to be the leader in the video conversion field. In my professional career this is the 5th purchase in the Alchemist line I have been involved with, starting with a MK 1 back in 1990.' Said Mick O'Connor VP of Sales for Conversions Plus. '

'Many of our clients request Alchemist PH.C-HD by name for their high-end HD and SD conversion work and I understand why, nothing else comes close to the quality that Alchemist can deliver.'

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