

Case Study

Devlin Video Embraces Ultimate Video Quality With Alchemist™ Platinum Ph.C



Snell's Alchemist Platinum Ph.C standards converter enables leading post house to expand into HD broadcast and DVD markets.

The Customer

Devlin Video International, located in the heart of New York City's Times Square, is a leader in high-end standards conversion, DVD authoring, and HD video services. The company has kept abreast of advances in the field of post-production and is committed to giving its clients access to any format using the latest advancements in technology.

The Challenge

As a video conversion company serving a global clientele, Devlin Video found an increased need to convert television programming, documentaries and feature films for high-definition distribution and mastering. The facility sought a solution that was highly flexible, yet produced the absolute highest image quality.

The Snell Solution

The Alchemist Platinum Ph.C standards converter—with minimum 12-bit precision and 4:4:4 resolution—achieves stunning transparency by using a three-stage, 46-point temporal spatial filter. It offers both analog composite and digital video I/Os, accepting and outputting SDI with embedded audio and composite analog in, NTSC, PAL, NTSCi, PAL-N, PAL-M, and SECAM formats. The Alchemist Platinum produces high-quality, noise-free, standard-definition masters that flawlessly upconvert to HD.

“Images converted with the Alchemist are virtually free of artifacts, providing the most pristine product possible and helping us to meet our clients' high expectations”.

Mick O'Connor
Devlin Managing Director
& Vice President of Sales



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The Results

Devlin Video International now owns two Snell Alchemist Ph.C motion compensated standards converters, the latest an Alchemist Platinum Ph.C system with integrated HD upconversion. The new system is providing transparent standards conversion for the company's increasing volume of conversion and HD work for broadcasters in the United States and abroad.

The Alchemist is also being used for DVD authoring, particularly for converting international movies from PAL masters to NTSC for distribution in the United States.

Two steps are typically needed to convert 625-line SD PAL sources to a 1080/60 or 720/60 HD NTSC output. First, the video is converted from 625 lines to 525 lines, and then it is upconverted to HDTV. This means that 100 lines of vertical resolution get lost in the process.

With the HD-capable Alchemist Platinum Ph.C, however, both the standard and format conversions are done in a single step. Alchemist Platinum Ph.C preserves an extra 100 lines of vertical resolution that would otherwise be lost, resulting in clearer, sharper HDTV pictures for broadcast and for next-generation HD-DVDs and Blu-ray discs.

"I've been on this side of the international post business and worked with variations of the Alchemist for many years, and it has always been the de facto product of choice for companies delivering to international broadcasters", said Mick O'Connor, managing director and vice president of sales at Devlin. "Images converted with the Alchemist are virtually free of artifacts, providing the most pristine product possible and helping us to meet

our clients' high expectations. Given the growth of the HD market, the addition of this new Alchemist Platinum Ph.C system is a natural extension of our facilities".

