

## Case Study

# Intervideo Expands Range of Services to Customers by Investing in New Alchemist Options



The addition of Film Tools, Dolby -E and Timecode options has given Intervideo a very powerful competitive advantage and has enabled them to attract new clients as well as expand business within its existing customer base.

### Intervideo builds on future proof Alchemist Ph.C - HD platform.

#### The Customer

Intervideo, a long standing Snell customer, is London's longest-serving independent video facility, specializing in broadcast mastering, standards conversion, and quality assessment.

The company has been providing the British and international broadcast industry with technical expertise and unrivalled standards of customer service since 1977.

A philosophy of strategic investment in key technology areas ensures that Intervideo is always at the forefront and underscores their position as a leading service provider.

#### The Challenge

Intervideo identified 3 key areas that presented challenges. First, the growing demand for Dolby-E processing and the difficulties in ensuring that multiple channels are correctly referenced and aligned to the new video and new frame rate. Next they highlighted the issues surrounding time code accuracy in

conversions spanning multiple tapes. Finally, concerns were raised about the compromises made to program length and audio pitch, for example, when converting from film to video especially in critical situations such as opera or where there is a contractual obligation for a program to be a specific length.

#### The Snell Solution

Intervideo added the Film Tools, Timecode and Dolby-E options to their Alchemist Ph.C-HD installation to enable them to address these challenges.

#### FilmTools - designed with the challenges of real program material in mind.

FilmTools is based on the tried and tested film handling capability of Alchemist Platinum, providing broadcasters, content owners and facilities with a proven means of converting to, from and between frame based material with comprehensive integrated Timecode support as standard.

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### Features:

- Detection and clean processing of film originated 2:3 or 2:2 with broken cadence
- Cleanly handles mixed film and video content
- Agile field pairing ensures varispeed and animation at variable frame rates are no problem
- Easily maintain program length for any conversion type
- Create clean, continuous 2:3 or 2:2 sequences at the output
- Powerful Timecode tools give guaranteed program start and eliminate costly rejects

Process Timecode while performing any type of up, down, cross and standards conversion.

The Timecode option provides a simple, automated way to produce perfect conversions with the correct timecode.

### Features:

- Synchro modes guarantee the first program field/frame at the right timecode
- Powerful, easy to use control interface
- Eliminates the need for external timecode black boxes and infrastructure
- Drop Frame and Non Drop Frame handled
- Comprehensive timecode format support, including LTC, VITC, Embedded VITC, Embedded LTC
- Timecode processing available in all conversion modes
- Fully integrated latency compensation, automatic audio, video and timecode alignment
- Range of modes to accommodate all potential user applications

The Dolby®E option provides an integrated transcoding and decoding solution for up to two streams of Dolby®E audio.

### Features:

- Eliminates the need for external black boxes and infrastructure
- Dolby®E processing available in all conversion modes
  - Frame rate standards conversion as well as up, down and cross conversion modes
  - Transcode
  - Decode
- Dolby®E Guard band alignment
- Fully integrated latency compensation
  - Automatic audio and video alignment
  - Lip-sync maintained
- Range of features to accommodate all potential user applications
- Unique Map mode to route decoded Dolby®E to AES and embedded outputs
- Powerful, easy to use control interface
- Dolby®D-decode

### The Results

The addition of Film Tools, Dolby –E and Timecode options has given Intervideo a very powerful competitive advantage and has enabled them to attract new clients as well as expand business within its existing customer base.

‘We chose the Alchemist Ph.C-HD having used the original Alchemist for almost 12 years and I’m pleased to say that we have never been disappointed’ remarked Gerry Wade, Technical Director at Intervideo ‘These new options offer so much added value functionality and have opened up new opportunities for us to offer improved and in some cases additional services to new and existing clients.’

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