Telestream Vantage and FrameFormer

Solution Brief

Seamlessly add frame rate conversion to your workflow

Frame rate conversion anywhere, anytime with FrameFormer in Telestream Vantage

Content is everywhere

Monetization of your content depends on getting it to your audiences wherever they are.

Dropping a frame rate converter into your workflow has to be simple and accessible. FrameFormer runs on CPU resources only – there's no need for a GPU. This allows you to access FrameFormer's high quality motion compensated conversion on any platform, on-premise or cloud, wherever in the world you need it. There's no need to hunt down scarce GPU resources when you need to set up a new standards conversion workflow.

Bring the converter with you

Using FrameFormer in Telestream Vantage means you don't have to take your content to the converter – it's available to you wherever you are.

The need for frame rate conversion can pop up at any time. Often the key to success is responsiveness to opportunities. FrameFormer in Telestream Vantage is available 24/7 in every region, so it is ready for your content whenever you are.

You're in control of your content

Not all content needs conversion. The Vantage automated workflows enable you to add or remove conversion from the task orchestration as needed.

If the content is already in the correct frame rate, then simply bypass FrameFormer within the Vantage workflow. However if you're not sure it's correct, pass it through. FrameFormer auto-detects the input standard and neatly creates your required output standard automatically.

Create all the variations you need

A content asset often needs to be converted into a huge number of deliverable formats. FrameFormer within Vantage solves your frame rate headaches.

Multiple Vantage workflows can be set up to automatically handle all the variations you need to deliver to multiple viewing platforms –TV, tablet, mobile, and web. Each target requires its own specific frame rate and each audience expects their version of perfect. With FrameFormer motion compensated conversion all output standards are covered and all look excellent.

Set and forget

The intuitive user interface within Vantage enables you to choose your required output frame rate to meet the necessary deliverable standards.

FrameFormer's motion compensated conversion capability enables you to create deliverables for every region and every viewing standard. Set the required output parameters, save the configuration, and it's ready for any moment a conversion is needed. No extra hassle needed.

On-premise and cloud

With Vantage flexible choices, your workflow can run on-premise or in the cloud, and so can FrameFormer.

When peak demand hits, you want to be able to offload your processing tasks into the cloud. Vantage handles this seamlessly, orchestrating a FrameFormer frame rate conversion on-premise or in the cloud, according to your workload requirements. As FrameFormer is CPU-only, you know you won't suffer from additional GPU instance costs.

telestream

Applications

Preparation of VOD assets

Preparation of material for international audiences requires delivery of many different formats and frame rates. FrameFormer can be easily dropped into the workflow enabling you to select the required resolutions and frame rates for whatever region will be watching your content. With FrameFormer's motion compensated processing, you can be confident of the best quality result.

Handling international material

Capitalizing on a great international hit series means being able to rapidly and confidently convert it for your home audience. Using the wide range of workflow tools accessible in vantage, you can localize any show quickly and easily. It's simple to drop FrameFormer motion compensated frame rate conversion into the workflow and your new programs are ready to go.

Solving your content headaches

Sometimes you wonder if your production team read the technical brief! When content arrives in the wrong resolution and frame rate re-shooting isn't an option and you often have very little time to fix it. FrameFormer is there to convert any incoming content to the correct standard required for your production.

Weaving a narrative from the archives

"Last time on..." is often the fun part of the episode. Adding in content from another source or the near or distant past helps tell the story today. FrameFormer is perfect for situations where you discover that stored content is in the wrong format or frame rate for your newest project. FrameFormer's high quality conversion means your audience won't notice any difference!

Reaping the benefits of mobile capture

Content is captured on a range of devices now – not just high-end production cameras. Contributors will use mobile phones, GoPro cameras, prosumer camcorders and a whole range of devices to acquire content. With FrameFormer in Vantage, you can quickly set up workflows to normalize any incoming material into your house standard and get creative with your collaborators.

FRAMEFORMER III

Typical standards converter

telestream