Press Release

IRT IMF Analyser 2018 available

- Professional analyser software for the Interoperable Master Format IMF with redesigned intuitive user interface
- New functionalities, such as subtitle validation according to IMSC 1 standard
- German-speaking IMF/MXF seminar in cooperation with Qvest Media on June 5 and 6, 2018

[Munich – January 17, 2018]

With the IMF Analyser 2018, IRT presents the new version of its professional analyser software for the Interoperable Master Format (IMF) in the file-based production process. Initiated by the Hollywood film industry and video-on-demand platforms such as Netflix, the IMF standard of the Society of Motion Picture and Television Engineers (SMPTE) is becoming increasingly important in the exchange of audiovisual content.

IMF is a master format, from which various versions for different distribution channels can be created. For example, an IMF package can contain different image resolutions, language versions and subtitle languages. Also, different length versions for cinema, TV and video-on-demand can be generated. This makes IMF indispensable for a worldwide exchange of content productions.

IRT’s software product IMF Analyser in-depth analyses and validates IMF packages according completeness and standard conformance including the contained MXF files. The version IMF Analyser 2018 also offers a redesigned intuitive user interface with visualization of the IMF package structure and many new analysis functionalities, such as subtitle validation according to the IMSC 1 standard. The reporting of the results ranges from a traffic light representation that can be quickly captured until detailed reports. The IMF Analyser 2018 is available on request or directly from the IRT webshop at https://shop.irt.de/en/webshop/

For detail information on the IMF standard and the practical usage of IMF, IRT offers in cooperation with Qvest Media a seminar on June 5 and 6, 2018 in Munich. The in the last two years internationally successful seminar is also offered for the first time in German language. We also plan the next international seminar in English language during autumn 2018.

More information about the IMF Analyser 2018
More information about the IMF/MXF seminar (German)
Video about IMF
About IRT

IRT is a neutral research and competence centre for audiovisual technologies. It explores, observes and develops new technologies with the aim to strategically adapt broadcasting to new market environments and needs. Around 100 employees do research on the premise in Munich in close cooperation with partners and clients for innovative solutions in the research areas of new audio-visual formats, cross-media technologies, metadata, cloud production, all IP/IT, smart data, hybrid radio and TV, security, multi-platform, 5G, frequencies and network planning and IP distribution.

Its shareholders are the public broadcasters ARD, ZDF, Deutschlandradio, ORF and SRG / SSR. In addition, IRT collaborates with numerous clients in the sectors of broadcasting, media and industry. Its cooperation with international research partners offer access to global trends and developments. In its work with universities, IRT supports the training of junior staff, who actively involved in research projects. With more than 60 years of experience, IRT is a pioneer of audiovisual media technology in a modern society.

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