



+

NOA
AUDIO SOLUTIONS



*VIENNA, Austria – March 18, 2010
NOA Audio Solutions today announced that Paris-based VectraCom has instituted NOA technology to provide digital migration services for media enterprises with substantial audio archives.*



Bruno Burtre (Vectracom), Denis Mahe (Vectracom), J.C. Kummer (NOA), Laurent Gignoux (Vectracom)

VECTRACOM GOES NOA

Thanks to the NOA equipment installed in January, VectraCom will now be able to digitize and preserve large amounts of audio archives for major archive owners. A compelling reason for VectraCom's selection was that the NOA solution had been pre-certified as meeting the stringent requirements of its agreement with Institut National de l'Audiovisuel (INA).

Industrially approved systems

VectraCom, founded in 1991, specializes in library and archive work. Besides INA, its prestigious clients include the, Cité des Sciences, and the Bibliothèque Nationale de France.

VectraCom's NOA technology today consists of two NOA Record Stations, including analog-to-digital (A/D) converters and re-player communication modules, to enable simultaneous digitization of six parallel stereo ingest streams from analog carriers; NOA WaveButler to provide advanced, near real-time audio transcoding; and the NOA Job Database workflow solution.

"Previously, VectraCom had relied primarily on the integration of different tools from the market to digitize analog audio recordings," said Bruno Burtre, VectraCom director of sales operations. "This was a limited solution for us, however, because it did not enable easy integration of digital media into a managed digital workflow. Having had only positive experience with NOA in my previous position at Sony, I was confident in our decision to implement the company's technology on behalf of our clients. The NOA Record Stations and Job Database are today enabling VectraCom, to do an even better job of supporting our clients' ability to preserve, retrieve, and repurpose their valuable media assets."

The NOA Record system is a combined hardware and software solution that enables simultaneous migration of multiple parallel ingest streams. Operating in pairs, NOA's N6192 A/D converters rely on internal digital signal processing (DSP) to continuously check the linearity of both outputs, eliminating even tiny distortions and resulting in an unbeatable dynamic range of 125 dB. The converters also enable features relating to analog input gain, sample rate, DSP filter curves, and output channel to be accessed remotely from within the NOA software. The NOA Record system further enables ingest ►





Bruno Burtre (Vectracom)

to be monitored at a glance because the user interface affords an overview of multiple simultaneous sources with relevant recording and playback parameters displayed.

The NOA Job Database system enables coordinated transcription of ingested data to an existing MAM system. With a design based on best-practice recommendations from IASA and IFTA/FIAT, Job Database has been implemented in dozens of institutions worldwide.

NOA's new MediaButler transcoding performs simultaneous multitrack transcoding in near real time of eight of the most widely used audio file formats, including wav, mp3, flac, and ac3. MediaButler assures high quality dubbing

because it bases all transcoded duplicates on the first-generation high-resolution 96kHz 24-bit.wav file.

"VectraCom is a good example of how NOA is proving itself to be the best solution for efficient, quality-controlled digitization in the professional market," said Jean-Christophe Kummer, NOA managing partner. "VectraCom's digital migration service began small and has now taken significant steps toward becoming a total professional digital storage solution, with built-in quality control and full integration within a production workflow."

Information on NOA Audio Solutions' products is available on the Web at www.noa-audio.com, via e-mail at office@noa-audio.com, or by telephone at +43 1 545 2700. ■

ABOUT NOA

NOA Audio Solutions is the leading global provider of flexible turnkey solutions for quality-controlled digitizing, management, and archiving of audio and other media content. Scalable to suit collections of all sizes, NOA's three product families, Ingest Line, mediARC, and JobDatabase, not only help ensure long-term preservation of media, but also support enterprise-wide collaboration, efficiency, and productivity by enabling fast and accurate identification and retrieval of clips from the full range of an enterprise's archive. NOA's easy-to-use proprietary technologies are today installed in some 20 high-profile enterprises worldwide, including Sveriges Radio Förvaltnings (SRF), Yleisradio Finland (YLE), Radiotelevizija Slovenija (RTV), Fonoteca Nacional de Mexico, and Voice of Vietnam. With headquarters in Vienna, Austria, NOA is committed to the ongoing development of innovative technologies to ensure the maintenance of invaluable cultural heritage for future generations. For detailed information please visit the NOA Web site at www.noa-audio.com.

ABOUT VECTRACOM

With more than 15 years experience in preserving magnetic and film-originated material, Paris-based VectraCom provides a range of services including analog archive transfer and storage, media asset management solutions, telecine transfer and color correction, real-time digital video and audio restoration, DVD pre-mastering, editing, duplication, and subtitling. VectraCom is the only video lab in France able to process all professional and domestic formats. VectraCom is committed to servicing clients with the expertise needed to meet the challenge of the digital era.

NOA Audio Solutions
VertriebsgmbH
 Johannagasse 42
 A-1050 Vienna
 Tel. +43-1-545 27 00
 Fax +43-1-545 27 00-14

www.noa-audio.com

NOA
AUDIO SOLUTIONS