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Advanced Digital Services has launched of its new digital operations center and content repurposing service powered by AmberFin's iCR software tools. ADS is introducing the new service to enable its clients to better manage MPEG-2-based media assets across multiple distribution platforms to help improve workflow efficiency and reduce time-to-market.

The company's center will be the hub for the secure encoding and transcoding of client media assets. Using iCR, along with other encoding tools, ADS is able to complete multiple mastering and repurposing tasks in approximately the same amount of time that traditional encoding systems take to perform a single encode/transcode task.

For more information, visit www.amberfin.com and www.adshollywood.com.

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