



**For Immediate Release**



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**SILVER TRAK DIGITAL LAUNCHES MEDIA SPHERE™ - AUSTRALIA'S  
FIRST SINGLE POINT DIGITAL WORKFLOW SOLUTION FOR BROADCAST,  
PRODUCTION AND POST PRODUCTION SERVICES**

*Complete end-to-end workflow solution*

**SYDNEY, 10 December 2012** – In the most significant development of recent times for one of Australia's largest digitisation, duplication and authoring companies, Silver Trak Digital today announced it has launched its long-awaited Media Sphere™ end-to-end digital workflow solution. Media Sphere™ is the first single point solution in Australia to truly encompass all aspects of digitising, transcoding, technical assessment QC and digital distribution workflows.

Silver Trak Digital MD Christian Christiansen explained, "Media Sphere™ brings together all of Silver Trak Digital's technologies and workflows in one simple, cloud-based solution. Media Sphere™ provides the complete solution for anyone handling assets in the broadcast, production or post production industries and critically takes care of every service required from ingest to final delivery including the ongoing storage of assets. While assets are stored on our secure server they can be accessed remotely from anywhere in the world and able to be put through to any number of processes including editing, restoration, colour correction, eCinema, iTunes, QC, authoring and duplication at any time. It's that simple."

Media Sphere™ was developed to serve organisations such as TV stations, TV networks, production houses, post production facilities and movie distributors that traditionally use many different service providers to get their assets ready for final delivery and broadcast.

Silver Trak Digital Technical Manager Rod Capon added, “Media Sphere™ is a single point resource which means you don’t have to go to multiple suppliers or service providers any more. Media Sphere™ is also connected through high-speed fibre to enable the movement of data faster than ever before. The servers we use are safe, secure and have a high level of redundancy so there’s no need to store assets anywhere else. In fact we actively encourage our clients to let us store their assets and access them whenever they require. In short, Media Sphere™ is the only expert resource that any company needs when preparing its media assets for distribution and broadcast.”

Media Sphere™ is a system and format agnostic solution enabling it to work and be integrated easily within any customer’s existing workflow, a point Christiansen said was essential for its success. He explained, “ Media Sphere™ is a proven system that works within any client ecosystem and workflow. The value add for customers is huge as they realise they can simply hand over their assets in any format and get them back in exactly whatever format they require properly QCd, delivered and then stored securely.”

Media Sphere™ has been sometime in its development and was born out of Silver Trak Digital’s desire to be a full media partner and media manager for its clients rather than just a traditional service provider. The company has invested heavily in the latest equipment and infrastructure recently adding key industry specialists to their team and products that include Snell’s Emmy award-winning Alchemist Ph.C-HD converter and FileFlow™ system to their ever-growing arsenal of solutions.

Christiansen concluded, “Media Sphere™ represents a new way of working with assets where truly being able to offer a complete array of services to clients is the key. In short Media Sphere™ works for all sources, formats and delivery options so there’s no reason a client needs to go to multiple suppliers again. If you have a requirement involving digitising, transcoding, technical assessment QC and/or digital distribution of assets, Media Sphere™ will work for you and add value to your organisation.”

Media Sphere™ is live and working now. For more information go to:  
**[www.media-sphere.com.au](http://www.media-sphere.com.au)**

or contact Silver Trak Digital Digital on +61 2 9436 0848

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**Picture credits:**

Silver Trak Digital MD Christian Christiansen and Technical Manager Rod Capon

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**About Silver Trak Digital Digital**

With over 30 years of experience in audio, visual and data content management, Silver Trak Digital Digital provides leading edge broadcast duplication, QC, technical assessment, content management, disc duplication and replication services as well as pro media distribution from world leading brands.

**[www.silvertrak.com.au](http://www.silvertrak.com.au)**