



IBC Stands 11.528 and 6.111

30<sup>th</sup> August 2005

## **BPR and InnoMedia Roll-out European HD Jems**

**HD versions of Broadcast Project Research's well known "JEM" series of SDI converters shows that European HD has really arrived**

**LONDON.** In a joint project aimed squarely at the fast growing HD and HDV production market, InnoMedia Systems Ltd and Broadcast Project Research will announce the first of a series of pragmatic HD-SDI interface adapters and productivity tools.

Dr John Emmett, Technical Director of Broadcast Project Research, explained his interest in HD:- "Being based in programme production, we have developed a feel over the years for providing practical solutions which are simple to deploy, cost effective and technically accomplished. The release of the new "HD Jems" range follows that philosophy precisely, and I expect the Jems range will expand to match the needs of both broadcasters and equipment suppliers as well, as Europe moves further towards High Definition and practical interface issues come to their attention.

Russell Branch, MD of InnoMedia added, "BPR has a wonderful reputation for designing useful products that just 'do the job' without needing a degree in technical linguistics to understand the instruction manual. This clarity of function resonates with InnoMedia's underlying aim – to help make sense of HD. We look forward to demonstrating the first products at IBC."

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## **Notes for editors;**

### **About Broadcast Project Research Ltd (BPR)**

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Broadcast Project Research Ltd is a Studio-based Research and Design Group based at Teddington Studios in the UK. They specialise in Research into areas such as the Perceptual Effects of Audio and Video, along with a strong emphasis on Quality Control (QC) and Code-of Practice Standards. They produce a small range of QC and test equipment, including “Gordon” the photoepilepsy monitor used by all UK broadcasters, whilst the D-Cinema Audio Processor DAP-1 is the latest in their range of digital video and multichannel audio interface products. Further details may be found at [www.bpr.org.uk](http://www.bpr.org.uk)

### **About Innomedia Systems Ltd**

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InnoMedia Systems Ltd specialize in providing leading edge High Definition, test, imaging and interface tools for the increasingly HD-Centric Broadcast, Telecoms and Consumer Products industry sectors. Focusing on just a handful of Principals allows InnoMedia to provide a highly technical sales and support service, with in depth knowledge of both the products and their use and application. For more information visit [www.innomedia.co.uk](http://www.innomedia.co.uk)

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