



SILVER TRAK DIGITAL

CAPABILITY STATEMENT





SILVER TRAK DIGITAL



WINNER
SCREEN PRODUCERS
AUSTRALIA AWARDS 2019
SERVICES & FACILITIES
BUSINESS OF THE YEAR



APB+ ASIA-PACIFIC
BROADCASTING
AWARDS 2023



TRUSTED
PARTNER
NETWORK



SILVER TRAK DIGITAL

**OUR MISSION IS
TO ENSURE THE
CREATION OF VALUE
TO OUR CLIENTS'
ADVANTAGE**

Provides the necessary link between content creation and monetisation through the critical and professional processes of Aggregation, Localisation, QC, Mastering, Transcoding and Delivery.

Silver Trak Digital has been an industry specialist for over 30 years and is trusted by the industry's largest and most well known content providers.

In addition Silver Trak Digital has supported and advised on industry standards to new and long time producers and festival co-ordinators and promoters. Media and Entertainment is our world and our expertise, with our technicians capable and willing to ensure your production is a success.

We have engaged and developed the brightest Media Technicians and we have grown partnerships with the most forward thinking and professional businesses in Australia and elsewhere - including AWS, Netflix, Foxtel, Apple - iTunes, Telstra, Nine Network and others.

By providing a suite of critical services via innovative technical platforms we have the ability to ensure your content is received, mastered, transcoded, quality checked and delivered with Closed Caption, Subs and or AD to anywhere across the world completely, securely and ON-TIME.

Our Mission: To ensure the creation of value to our clients' advantage.

MEDIA ROOM

**SPORT
MEDIA
BROADCAST
SCREENERS
DISTRIBUTION
NEWS
CORPORATE**



Cloud based, data storage platform that provides complete capability to manage, stream, share and deliver content to anywhere 24 x7. Secured by powerful MFA, Dynamic Watermarking and individual password Media Room put you in charge of managing your content.

Operating through a dedicated portal unlimited, native content can be uploaded and ingested into independent projects as single assets or packaged content – all viewable, searchable and retrievable.

Media Room continues to be Australia's best utilised Asset Management platform providing large and small film and content producers, broadcasters, distributors, corporate and sporting organisations the flexibility for securing valuable media files and transcoding them, providing immediate promotional screener deliveries with enhanced artwork capabilities or delivering downloadable hi-res master files.

The robust, sophisticated software application has been built totally in-house in Australia via Silver Trak Digital skilled technical team and reviewed and approved through the AWS Foundation Technical Review (FTR) as well as the AWS Well-architected Review.

In addition to Media Room, Media Room Connect provides you with a ready-made marketing and promotional outlet for displaying your past, current or future content, fully secured and protected by robust security features and by the permissions you grant. Media Room Connect gives you the ability to invite interested parties to securely peruse selected content at their leisure, including EPKs, images, bios and much more.

Combining Media Room and Media Room Connect into one easy to use platform:

- Push 'hot off the press' content to journalists via sending out screener campaigns
- Pull journalists in to peruse selected content at their leisure on an extremely secure platform on your own domain, i.e. screeningroom.yourdomain.com
- User engagement data; full reporting on visits, views, how much of a program was viewed etc.

The application is both cost effective and trusted buy some of the biggest names in the production and entertainment industry, including Foxtel, Nine Network, Netflix, See-Saw Films, ITV, Beyond, Banijay and many, many more.

For more go to: mediaroom.com.au

OUR SERVICES

Silver Trak Digital Is Your One Stop Digital Supply Chain approved by UNBC; Amazon; Disney; AWS; iTunes

AGGREGATION / ACCESS SERVICES

Format and Delivery to Specification

Many of the major and best-known OTT platforms utilize the professional services that Silver Trak Digital provides. Netflix, iTunes, Amazon Prime and others are all counted as our valued clients. Silver Trak Digital has been appointed as a Netflix Preferred Fulfilment Partner acknowledging our rigorous attention to detail, fast service and quality control standards.

Localisation

Captioning (Open and Closed)

Silver Trak Digital can create or conform captions in a multitude of languages, and easily add them to your master video deliveries.

Audio Description

Utilising the latest AI technology, we provide a complete script to Audio Description providing audible scene and background definition, bringing enjoyment to all.

Subtitling

Together with our skilled partners we deliver high-grade locally sensitive, culturally aware, foreign language subtitles in all major languages and many unique or specialised languages.

Dubbing

Our Dubbing capability encompasses multiple languages and dialects bringing your content into an expected reality of voice and audio.

Transcription and PPS

The team can produce texted scripts from video/audio content.

Encoding and Transcoding

We work with all source formats and create metadata, captions, multilingual subtitles/audio dub tracks and deliver media in virtually all desired codec(s) in any format wrapper.

Quality Control

Evaluation to identify any video or audio anomalies like blanking, white spots, synchronisation issues or other obvious camera faults even where now broadcast legality violations, and other specific items can be detected via the QC process. And where required run a Harding Test to detect flashes or other strobe effects that could be harmful to viewers.

Project Management

Our project management team oversees the fulfilment of your order from inception through to delivery. With our experienced team you will always have a point of contact to keep you informed on the progress of your order.

Digital Delivery

Silver Trak Digital's gigabit pipes coupled with Aspera and other available high-speed file transfer options get your job delivered in the quickest possible time.

Silver Trak Digital conforms and delivers multiple feature and screener files locally and internationally daily.

Netflix Preferred Fulfilment Partner

- NPFPs are an elite group of carefully vetted and certified facilities.
- Selected to provide superior quality support services geared specifically to Netflix program preparation.
- Required to adhere to a rigorous performance standard.
- NPFPs are a key component to efficient and cost-effective Netflix asset deliveries from content Providers.



BROADCAST DUPLICATION AND FILE BASED SERVICES

We can manage all forms of duplication from a single broadcast clone to multiple copies and formats. Within this service we offer HDCAM SR, HDCAM, Digital Betacam, DVCPro, DVCAM, HDV, SP Betacam, 1" C-Format, as well as handling many other legacy formats.

4K, SDR and HDR file-based workflows are no longer the 'talk of the future'. 4K workflows are here now and Silver Trak Digital is ready. We have invested in high-end technologies such as Resolve, Colorfront Transkoder and Graymeta Iris and we have the capacity to electronically receive and deliver large 4K files. Talk to us to see how we can assist in your 4K workflows.

With 30 years of experience in video technologies, Silver Trak Digital can guarantee the best possible conversions of your video source material. We can convert to and from any video tape format and standard, file based or video tape based.

TECHNICAL ASSESSMENT (QC) SD, HD AND 4K – SDR & HDR

Different broadcasters in Australia and around the world have different and changing technical requirements. Workflows are becoming increasingly file based which brings new challenges to Quality Control. Our Technical Assessment team will guide you through these requirements, based on the most exacting of standards, leaving your media acceptable for broadcast on most platforms.

Silver Trak Digital now offer full 4K QC in our new upgraded 4K QC suite. We also offer Harding Flash Pattern Analysis (FPA).

Not only will Silver Trak Digital quality control the content of files, but also ensure the integrity of the file is sound and the file is playable on most known file players/ systems, now and in the foreseeable future. This is a unique service not offered by any other company in Australia.

Changes in audio levelling from quasi PPM audio metering utilised in broadcast to Loudness Based audio levelling as well as other ongoing changes brings new challenges to Technical Assessment worldwide. Silver Trak Digital can not only assess your programs (tape or file) for these challenging changes, but fix audio discrepancies during the QC process.

Our Technical Assessment staff are widely credited with setting the standard for QC and technical assessment in Australia. They have worked with both local and international distributors in creating the benchmarks for technical assessment for SD, HD and 4K programs.

We provide our clients with the highest QC standards for every project and we stand firmly behind our products. We offer Technical Assessment Services to suit every workflow and deliverable requirements. Silver Trak Digital is a preferred supplier of Technical Assessment services for BBC in Australasia.

Silver Trak Digital is an approved 4K HDR Master QC facility for Netflix.

AUDIO SERVICES

Silver Trak has developed unique expertise in handling diverse audio requirements in duplication and encoding; audio playback, remapping channels, copying Dolby E during frame rate conversions and standards conversions, encoding and decoding Dolby data and embedding and de-embedding audio.

DIGITAL CINEMA MASTERING AND MANAGEMENT - DCP MASTERING AND LOGISTICS FOR CINEMA RELEASES

Silver Trak Digital embraces technology in all services, but none more so than our DCP and Mastering processes.

Our Services include:

- DCP Creation HDR, 4K, 2D, 3D
 - DCDM Productions
 - DCP File Conversions
 - KDM Generation and Management for ultimate delivery security
 - DCP Duplication and Distribution Services
- Since 2009, Silver Trak Digital has been mastering Digital Cinema in our fully DCI compliant suite – now using the latest Colorfront Transkoder technology for the fastest most reliable solutions on the market.

We handle all file formats for all kinds of projects including 3D feature films and multi-lingual subtitled releases, with quick turnarounds and distribution.

E-DELIVERY SERVICE FOR RAPID DISTRIBUTION

Silver Trak Digital DCP services have leapt to the next technology level forming a unique partnership with Telstra Broadcast Services to deliver motion picture content (DCPs) via the 5G network. Speed and security of content delivery to Cinemas has long been a problem even with latest version of electronic delivery, 5G changes all that enabling what was taking days to download available in minutes/hours.

While our HDD hardcopy deliveries will continue for our clients and their exhibitors, this network based distribution will expand our services by providing the option for a secure portal for order placement by both Studios and Exhibitors.



CINEMA DIRECT

The Future of Cinema Delivery and Live Streaming

Silver Trak Digital and Telstra Broadcast Services have joined forces to bring to you the most dynamic break through in Cinema and Entertainment history.

Utilising the Telstra enterprise grade 5G network we can not only deliver content (DCPs, Trailers, etc.) in minutes rather than hours or days, but we can facilitate the exhibition of live streamed events.

Delivering at speed of up to 600mb/s provides not only fast, secure transport of the latest movie content but also opens the opportunity for live streaming. Put artists like Justin Bieber and Taylor Swift in your cinema through a live streamed concert and bring crowds back to the theatre.

MULTIMEDIA SERVICES

Silver Trak Digital uniquely provides Authoring services for 4K Ultra HD, Blu-ray and DVD utilising the best in class encoders to meet the growing market trends for these disc services.. We joined the UHDG focus group in early 2015 to lead the way for Australian companies to get access to this exciting technology. This shows our focus to continually bring the latest technologies to Australia and our support for the Australian film distribution community.

We use Cinemacraft HDe for Blu-ray encoding and Cinemacraft SP3 for DVD encoding; the best encoders in the world for DVD and Blu-ray. For Blu-ray authoring we use Scenarist; widely recognised as the leading Blu-ray software in the world today.

Additionally, we work with Adobe Premiere Pro edit packages.

DAMSMART DIGITISATION SERVICES

Acquired by Silver Trak in 2018; DAMsmart is Australia's leading audio-visual conversion and digitisation service provider.

For over 15 years the team of professional film and format technicians have worked on some of Australia's and other countries' most valued film and tape archives.

Breathing life into legacy formats; DAMsmart has the equipment, experience and passion to understand the emotional, historic and financial value in archival content. With the advances in digital technology and recording the life expectancy of aging formats has become critical, with an estimated 40% of archival content being lost forever through deterioration and poor preservation.

DAMsmart, now the largest commercial facility in Australia, has completed essential work for the National Archive of Australia, the National Film and Sound Archive, as well as similar works for Hong Kong Malaysia and South Africa with countless association, sporting organisations and commercial works also passing through their processes.

DAMsmart digitisation is the single necessary step between visually supported history and ever increasing forgotten stories.

OUR STAFF

We have highly trained and extremely motivated staff in all areas of our business. This level of expertise has allowed Silver Trak Digital to become a market leader within our range of services. Our staff is the heart, soul and intellect of our business.

TIM CRESWELL CHIEF EXECUTIVE OFFICER tim@silvertrak.com.au

Tim has worked in the Film and Television Industry for over 25 years.

Tim started his career working for major Motion Picture studios and Video Distribution companies. During this time, he managed DVD and Blu-ray authoring businesses and tape duplication facilities. With a Bachelor of Business degree, Tim has experienced all aspects of the industry and understands working to tight deadlines and the necessity of getting things right the first time, from both client and supplier perspectives.

With this in mind, Tim set up Buff Dubs in 2005 and has seen the business grow into a substantial business with the ability to compete on any level across many services. The business has a focus on offering the best service and personal attention.

CHRISTIAN CHRISTIANSEN CHIEF OPERATING OFFICER christian@silvertrak.com.au

With a Masters degree in Finance and Business Administration Christian has spent more than 25 years in the media and post services industry. Holding senior management roles for companies such as Sony Australia, Comcopy, Sydney Multimedia Company and Video 8; Christian is often called upon to present and talk about industry changes and technology advancements.

In January 2012, Christian acquired Silver Trak Digital from Video 8 and developed the tape sales, authoring and CD/DVD/Blu-ray services.

In March 2013 Silver Trak Digital merged with production and post-house company Buff Dubs Pty Ltd consolidating operations under the Silver Trak Digital banner.

Christian's industry knowledge, senior management and sales experience brought together and promoted the combined broadcast services of the two companies and commenced a solid expansion into Digital Broadcast and Media Asset Management.

Christian's unique understanding and solid knowledge of the Film and Television industry has allowed him to develop the business in a globalized marketplace targeting industry challenges to provide well placed and valued technology solutions for all industry players; government, sporting, corporate, theatrical and networks.

His experience and knowledge have grown the Silver Trak business from its early beginnings to becoming one of the largest commercial post-production services companies in Australia, with now expansions into South East Asia and New Zealand.

JOE KELLY GENERAL MANAGER DAMSMART AUSTRALIA / ASIA joe@silvertrak.com.au

Joe Kelly is the co-founder and GM of DAMsmart and brings into the business an industry history and experience spanning some 30 years.

Joe spent several years working within the Broadcast industry in either supervisory or managerial capacities. Just prior to commencing DAMsmart he headed up the Preservation and developed a unique knowledge and experience in handling most (if not all) of the original

Technical Services department for the National Film and Sound Archive of Australia and has developed a unique knowledge and experience formats and motion picture mediums from film restoration and preservation through to tape, video and audio formats.

Joe has engaged in overseeing all of the projects undertaken by DAMsmart both within Australia and Internationally applying his knowledge and experience to ensure that the end result is a top-quality delivery. His expertise and focus on detail have made him one of the most sort after experts in the field of digitisation and conversion work and positioned DAMsmart as the single most professionally recognised digitisation company in Australia, Asia and elsewhere.

DAVID ELDER GENERAL MANAGER SILVER TRAK DIGITAL NEW ZEALAND david@silvertrak.co.nz

As the General Manager of Silver Trak Digital New Zealand, David Elder brings with him over thirty-two years' executive leadership and senior management experience, reporting at CEO and director level and leading diverse teams in 24/7 mission critical operations. As a key influencer and driver of executive teams and a positive change agent within businesses he is particularly well known as a highly proactive strategist and innovator.

David has been involved in the New Zealand market for many years and has extensive industry and personal connections. He most recently enjoyed success as the principal of DECompl3x, Head of Business and Product Development at MediaHub Australia, On Air Services Executive and Head of Presentation and Programme Traffic at SKY TV NZ and Head of Presentation at TV3 in NZ.

TIM SYMONS
VICTORIA STATE MANAGER
tims@silvertrak.com.au

Tim has over 25 years of experience in the radio, television, post production and broadcast services industries.

Commencing his career in Adelaide at 5DN, he later moved to SA-FM taking on the role of Production Manager and on-air announcer.

Looking for new challenges Tim took up a position as sound engineer for Audiobrien in Sydney, a role which lead to becoming the Promotions Audio Producer at Network 10. In 1991 Tim moved to Melbourne as the Production Manager for radio Triple M. His experience and industry knowledge made him the perfect candidate for AAV Australia operating their inflight entertainment division servicing clients such as Qantas, Ansett, Virgin, Jetstar, Vietnam Airline and Gulf Air.

More recently Tim was engaged as the Content Manager, Broadcast Services, APAC, for Deluxe Australia where he was responsible for the management of the content acquisition, logistics, operational and delivery needs of Deluxe's broadcast and non-broadcast clients. Tim's knowledge of the content and distribution industries is second to none and is key to Silver Trak's expansion into the broadcast, media, production, distribution and corporate markets in Melbourne and Victoria.

ROB GALLIMORE
BUSINESS MANAGER
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With over 25 years in Senior Management roles both within Australia and Internationally Rob has brought a depth of business knowledge to the media industry.

Degree qualified in Management and Marketing

Rob's background spans over 20 years in Operational and General Management. With knowledge and experience in financial, contracts, strategic and personnel management.

Having run multi-site government and commercial contracts Rob has spent the last 15 years working within the media industry and has developed considerable understanding and insight into the technologies and challenges facing the production industry.

Bringing together his operational and general business knowledge Rob has a pivotal role in managing the multiple requirements to facilitate Silver Trak's development, expansion and marketing plans and deployments.

JAMES DARTNELL
**HEAD OF LOCALISATION – ASIA/
PAC**
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James has over 17 years of experience across Post Production, Broadcast, Digital Cinema and Content Distribution.

Commencing his career at Technicolor London in 2001, he started out coordinating and scheduling the facility operations across Audio, QC, Edit and MCR. After stepping into the role of Head of Production, he successfully embedded the emerging technologies that would become the Digital Media department into the facilities' already busy production landscape.

After 11 years, James made the move to Sydney to look after operations for Technicolor Australia's growing Digital Media Services department, working on content aggregation, content distribution, improving day to day operational efficiency as well as being instrumental in onboarding new clients and workflows.

Most recently James was Head of Digital Operations at Deluxe Australia responsible for the day to day operations across Digital Cinema,

Media Services and Localisation. James has a desire to ensure clients' needs are met, on time, on budget, first time, every time.

ROD CAPON
**DIGITAL CINEMA & QC
MANAGER**
rod@silvertrak.com.au

Rod completed his television operations techniques certificate in 1984 at North Sydney TAFE and subsequently commenced his career at Video 8 Media where he gained his diverse base in television, film, video, production, distribution and broadcast.

In 1990 Rod branched out to establish TVD Broadcast, a significant supplier of broadcast services in the Sydney Market. As GM of TVD Broadcast, Rod oversaw the quality control, domestic and international program duplication and distribution for companies such as Opera Australia, Grundy Television, Southern Star, Hi-5, Paramount Pictures, Universal Pictures and others.

During his 20 years at TVD Broadcast, Rod developed many skills in archival processes, managing many large Archive and Restoration Projects for clients such as Malcolm Douglas Films, Opera Australia and Grundy Television's archival projects of Neighbours, Young Doctors, Prisoner and Son's & Daughters.

The skills acquired dealing with many old and troubled tape masters as well as developing clean archiving and restoration processes are second to none. Rod developed many new techniques to allow the transfer of old 8mm, 16mm 35mm film, 2" quad, 1" C, U-matic, 1/4" and D2 into digital formats. Many of these processes are utilised as standard archiving practices today around the world.

In 2010 Rod returned to Video 8 Media. He assisted in the development of the Video 8 Media cloud-based MAM solution, which helped Video 8 Media establish itself as a market leader

in broadcast file-based content delivery systems. Rod's 28 years in the media industries, his ability to adapt in an ever-evolving media market as well as having a great knowledge of legacy formats, has held him in high esteem in the Broadcast, Archival and Distribution markets, locally as well as overseas.

OLIVER LOWE
SENIOR SOFTWARE DEVELOPER
oliver@silvertrak.com.au

Oliver brings more than 10 years of advanced software development experience to Silver Trak Digital, having previously worked with organisations such as SBS, Telstra, Foxtel and Sky TV. Throughout these roles, he worked closely with Media and Entertainment content, gaining a strong understanding of the strict timelines and high security standards required when handling sensitive media assets.

As a full-stack developer, Oliver contributes extensive technical expertise to the Media Room platform. He plays a key role in the ongoing maintenance and development of its unique capabilities, helping to enhance collaboration features while continually improving the user interface and overall user experience.

TAMMY DARTNELL
CUSTOMER SUCCESS LEAD
tammy@silvertrak.com.au

With more than 15 years of experience across global media and technology organizations, Tammy has built a career centered on customer success, customer lifecycle management, and data-driven growth.

She began her media career as an Account Executive at Technicolor in the UK, where she managed key studio accounts including BSKyB, Sony Pictures, and Universal Pictures. During this time, she developed deep technical expertise in

post-production workflows, media formats, and content deliverables.

In 2012, Tammy relocated to Sydney and joined Adstream, a global digital asset management and advertising delivery platform. She led the Customer Success team across TV, online, radio, cinema, and out-of-home channels for over five years before transitioning further into media technology.

Over the past six years, Tammy has driven customer strategy across platforms within the out-of-home, advertising, and marketing sectors. She brings a strong track record of aligning customer success with innovation and sustainable growth in an ever-evolving media and technology landscape.

KARLZ VARMA
**VICE PRESIDENT BUSINESS
DEVELOPMENT – ASIA**
karlz@silvertrak.asia

Karlz Varma is a seasoned media and entertainment professional with over 12 years of experience in business development, content management, and project execution across the Asia-Pacific region. Known for his strategic mindset and hands-on approach, he has worked with global media giants like Netflix, Prime Video, HBO, Disney, Discovery, and ASTRO, helping to shape content operations and drive business growth. His experience spans both large-scale enterprises and smaller organizations, providing him with a well-rounded perspective on the evolving media landscape and the challenges faced by companies at different stages of growth.

Throughout his career Karlz has led high-stakes projects, from managing operations for 49 international channels at ASTRO to being a key part of the planning team for the market rollouts of HBO GO and Hello Channel. His expertise in complex content workflows has seen him successfully handle major releases, including same-day-as-US titles like Game of Thrones, The Walking Dead, and other notable titles as well.

Beyond operations, Karlz has played a crucial role in strategic development and market expansion. He was instrumental in launching TRX (The Right Exchange) across Asia, bringing innovative solutions to the media industry. Now, as a key driver of Silver Trak Digital and DAMsmart's regional growth, he continues to deliver cutting-edge content solutions, helping clients streamline media operations and unlock new revenue opportunities.

Karlz thrives on building meaningful partnerships, navigating industry shifts, and crafting solutions that drive efficiency and growth. His deep industry knowledge and customer-first approach makes him a trusted partner for businesses looking to optimize content management and distribution in an ever-evolving media landscape.

JUSTIN ROSEWORN
HEAD OF OPERATIONS – ASIA
justin@damsmart.asia

Justin Roseworn brings nearly 30 years experience to our DAMsmart Asia operations. Having initially gained his credentials in Audio Engineering from SAE, Sydney, Justin worked for Foxtel in Sydney during the late 1990s as a Presentation Co-ordinator and eventually managing operational teams.

While working for organisations such as Astro, MBC, Maxis & Viu, Justin managed and mentored operational teams located in several international regions including Mumbai, Johannesburg, Dubai, Jakarta, Kuala Lumpur, and Yangon.

During his career he has worked hands-on and managed operations encompassing film restoration and digitisation, localisation, quality control and media delivery. It is this experience that Justin now brings to our DAMsmart Asia office in Kuala Lumpur as Operations Manager overseeing the broadcast services. His extensive experience and expertise make him an invaluable member of our team, ensuring our delivery of exceptional services to our clients.

OUR OFFICES

SYDNEY **10 Addison Rd, Marrickville, NSW**

Head Office for Silver Trak Digital, the office houses equipment and talent for the provision of all the services offered under the Silver Trak umbrella.

Bringing together the combination of aggregation, post-production, QC and mastering services the office is the focal point for communications and future development.

Housing over 30 personnel the building has been going through a transformation every year in physical and technological form. Equipment upgrade has seen the latest server and internet transfer technology implemented to service our depth of clients from Netflix to single productions.

The site is equipped to deliver Authoring Services, DCP Mastering, Broadcast QC, Metadata Capture, 4K and 8K viewing and proofing rooms and is the hub for our Asset Management system "Media Room".

Our Sydney office now boasts the revolutionary Distributor, Promoter and Exhibitor service CINEMA DIRECT bringing live and new release content to city and regional exhibitors.

MELBOURNE **68 - 72 York St, South Melbourne, VIC**

Silver Trak's first satellite office, it is ideally positioned to service the Melbourne and surrounding regional centres. Connected by high-speed internet lines with the Sydney office the office provides the ideal sales face for an expanding production and media market.

Commenced in 2017 - the office of 2 personnel now provide key services and communication for several local and interstate commercial and government clients and is the primary liaison point for Queensland Rail onboard entertainment since 2017 and reappointed in 2022.

CANBERRA **DAMsmart - 32 Essington St, Mitchell, ACT**

Acquired in 2018 DAMsmart is the largest commercial digitisation facility in Australia and has over the years handled some of the most significant archival collections from within Australia and Internationally.

As a preferred supplier to the National Film Archive and the National Film and Sound Archives, DAMsmart has been recognised nationally as the best digitisation and format conversion facility in the country.

Outside of Australia DAMsmart has played a significant part in the Archival conversion for locations such as Hong Kong and South Africa and continues to expand into the Asian markets as facilities across these areas dissipate and demand increases. Film and Tape libraries not converted to digital within the next few years will be lost forever.

Capabilities include all film and video formats including all film and 2", 1", U-matics, as well as more modern formats of HDCams, BetaCams, etc. In addition, DAMsmart houses a variety of audio conversion equipment and skills and offers a complete conversion transformation to digital format.

MALAYSIA **DAMsmart/Silver Trak** **1A Jalan Tandang, 46050, Pet Jaya**

The newest of the Silver Trak expansion our DAMsmart Malaysian office opened in July 2019 in response to the growing inquiry for a commercial digitisation facility and to service an expanding interest in online streaming services.

Asia has been a significant force in producing local and international content for many years and many countries hold substantial film and tape archives that are at risk of deterioration. DAMsmart's reputation for quality conversion work holds solid support throughout the region, but transport costs for moving physical formats to Australia was a continual barrier. Opening the Malaysian office is a positive step in bridging this barrier and a welcomed opportunity.

Additionally, the technology growth and consumer demand for entertainment streaming services like Netflix have opened opportunities for Silver Trak's unique competence and skills in the Aggregation and QC area.

The Malaysian office is our steppingstone to the Asian market and a significant foothold into the region, with support service coming via rapid internet transfer from our Australian offices; Malaysia will be the growth centre over the next five years.

NEW ZEALAND **Silver Trak Digital- Harbourside Business Park** **Unit 2- 485A Rosebank Rd, Avondale, Auckland, 1026**

Opening our first New Zealand office in Auckland in February 2020, the target is to extend both Silver Trak Digital and DAMsmart service through the region.

With existing New Zealand clients supported by Silver Trak and DAMsmart services from Australia, our new Auckland office opens new opportunities and demonstrates our commitment to the local market through both the physical presence and local employment.

Seeing market growth in production from local and international content creators the decision to establish a New Zealand facility to support the growth was inevitable. The Silver Trak Digital high-end post-post technical services are well placed to benefit both production and post-production industries. Similarly our Aggregation/Content Prep and QC service blend nicely to facilitate the expanding OTT and Streaming services market.

On the other side of the market New Zealand holds substantial film and tape archives at risk of deterioration, remaining undigitized due largely to the substantial transport costs in moving physical formats to Australia. Bringing the DAMsmart quality conversion work local to the New Zealand market provides solid support for this critical work both locally and throughout the region.

Combining with our offices in Australia and Malaysia, the New Zealand office solidifies the Silver Trak/DAMsmart service and advances the technology presence in the Asia/Pac region.



SILVER TRAK DIGITAL

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