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Qatar Television Corrects Post-Production 'Disconnect' with ProductionLink

Emeryville, California, April 4, 2013 – DiaQuest Products, a [software development](#) firm with a focus on the video and film industries, today announced that Qatar Television (QTV), a popular station in the Middle East, is using ProductionLink for ASSIMILATE SCRATCH® to provide a seamless connection between SCRATCH and Avid® Interplay. QTV went live with its new SCRATCH system with ProductionLink in December.

Based in Doha, the largest city in Qatar, QTV has been on the air since 1970 and has a completely tapeless and file-based workflow. The state broadcaster of Qatar, the channel is available free over the air and via satellite, and its programming is also streamed online. It airs a variety of general programming, including reality and documentary-style content, much of which is produced in house.

“We use SCRATCH as a final step for high-end finishing and color grading,” explained Mohamad Fares, head of broadcast technology, QTV. “We chose it due to its powerful color and compositing capabilities and exceptional performance. Before SCRATCH, we were using Avid Media Composer and Avid Symphony for color correction and color grading.”

QTV had previously built its workflow around Avid Interplay production asset management (PAM) and media asset management (MAM), so moving files from SCRATCH would have been problematic. However, with the ProductionLink plug-in, content can be published to the station’s Avid Interplay system without transcoding and used immediately in Avid applications.

Fares said ProductionLink was easy to install – and because its features appear within the SCRATCH user interface, it is also very easy to use. “ProductionLink was extremely helpful because it eliminated the disconnect between our post-production workflow and high-end finishing,” said Fares. “From our point of view, and thanks to ProductionLink, SCRATCH is now an integral part of our workflow.”

DiaQuest also offers ProductionLink for Adobe Premiere Pro and ProductionLink for Adobe After Effects. All products are available for Mac and Windows systems and available through [DiaQuest Direct](#), the company’s online store, as well as select system integrators and Adobe and Avid resellers. ProductionLink for ASSIMILATE SCRATCH is also available at the ASSIMILATE online store, <https://store.assimilateinc.com>. For more information, contact DiaQuest at (510) 547-4544 or visit www.diaquest.com.

ASSIMILATE will be using ProductionLink on all of its demo machines at the 2013 NAB Show (Booth SL12705), which runs April 8-11 at the Las Vegas Convention Center in Las Vegas, Nev.

About DiaQuest:

Based in Emeryville, Calif., DiaQuest Products LLC has been developing mission critical software for the video, film, and broadcast industries since 1982. The company develops software as an OEM for several manufacturers, as well as custom software tools for a variety of clients. In addition to software development, DiaQuest provides professional-level support of related software and hardware products. Find out more at www.diaquest.com or call (510) 547-4544.

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