



Overheard in conversation

DEMAND FOR HD SERVICES DRIVES GROWTH AT JCA

Digital specialist increases capacity and expands team



London, UK, 18 December 2012 - JCA, the digital specialist, is today announcing further expansion with a £450k investment to specifically address the increase in demand for HD services.

The investment aims to boost operational efficiency and productivity of HD servicing by streamlining and optimising storage solutions and file-based workflows for the editing teams. JCA has invested in CandIT media's WARP, which will provide a centralised, scalable, shared storage SAN. Three HDCAM SR decks have also been built specifically for JCA, which will further increase the team's capacity to service the increasing amount of HD material entering the facility. Furthermore, JCA has continued to experience a rise in demand for file to tape services, so has invested in three further file playback devices.

JCA has also expanded its account management and operational teams with seven new recruits in the last quarter.

Simon Kay, managing director at JCA, comments: "The majority of content we have entering the pipeline is now HD. Coupled with broadcasters and distributors needing faster turnarounds on content as well as JCA's organic growth, it was logical to invest further in this service area. By investing in WARP and custom-built HDCAM SRs, we can continue to provide hands-on and efficient HD services to our growing client portfolio."