

Denecke and Timecode Buddy strengthen their partnership

26/06/2013 

With Denecke now on board as an exclusive US distributor, the award winning Timecode Buddy: system is now easier and more widely available for US broadcast professionals to buy – wherever they're located.

As more and more productions are hearing about the benefits of being able to generate, sync and share accurate timecode and metadata over both RF and WiFi, demand for Timecode Buddy products has spread from the UK to Europe, the US and beyond. To keep up, Timecode Systems needed a simple, professional and reliable way to get its products to customers in the US.

“We want our customers to have the best experience when buying their Timecode Buddy products wherever they are in the world,” says Adam Parr, Timecode Systems’ Product Sales and Distribution Manager. “We approached Denecke as a distribution partner for the US not only because of the great geographical coverage they offer and the passion and in-depth knowledge they have for timecode products but also for their unrivalled sales and technical support they can provide.”

The Timecode Buddy: system, developed by Timecode Systems Limited, comprises a world class accurate, multichannel datalink timecode transceiver with integrated WiFi, a multichannel datalink timecode transmitter, a free iOS digislate app and integration with the industry standard MovieSlate app. A ‘mini’ transceiver is also due to be launched within the next month. Together these products enable productions to sync picture and sound across all recording formats with absolute simplicity, transparency and precision, completely wirelessly.

Reading this you may think, Timecode Systems and slate manufacturer Denecke should be archrivals, but instead the companies saw an opportunity to join forces and work together.

“Generating consistently accurate timecode and logging metadata and workflows efficiently are two big headaches for productions – these are issues both of our companies are united in supporting productions with resolving,” says Charles Parra of Denecke. “When looking for new products to distribute, we look for manufacturers who are doing something innovative with timecode. Timecode Buddy fits the bill perfectly. We’re excited to be adding their products to our portfolio as well as working with them to develop new products.”

Recently spotted sharing a stand at NAB 2013, the partnership between Timecode Systems and Denecke goes beyond a simple distribution arrangement. There’s a joint product in development too.

“We’ve identified an opportunity to combine our timecode brainpower to create something new that incorporates both of our specialist skills,” says Paul Scurrell Managing Director of Timecode Systems. “With Denecke, we’re creating a physical slate but with networking capabilities to seamlessly integrate into the MovieSlate workflow for content logging. By sharing our know-how and expertise we’re creating the most powerful intelliSlate on the market, giving users for the first time the advantage of a real slate but with two way communication enabled by the Timecode buddy: system.”

For further information about the Timecode Buddy: system visit www.timecodebuddy.com and find out more about buying a system at www.denecke.com.