

# AudioTools FOCUS for Loudness Control

*Loudness Automation Simplified*

## Loudness In A Video World

Minnetonka Audio's AudioTools FOCUS for Loudness Control is an easy to use, standalone Windows application that takes the complexity out of the audio equation. Proven AudioTools presets conforming to every loudness standard are built in and ready to use or modify.

With all the standards, file formats and deliverables needed today, loudness management adds one more layer of intricacy to an already complex ecosystem. In a video-centric world, we focus on handling the complexity and dependencies of automating loudness control...AudioTools FOCUS brings audio control into focus.

AudioTools FOCUS for Loudness Control is intended for:

- Sole proprietors needing logging & adjustment
- Post houses & networks needing container handling
- Any facility that doesn't have deep automation in place



## Intricacy Unraveled

AudioTools FOCUS for Loudness Control makes quality loudness management painless, taking the complexity of the file, container, and processing and making it all available in an easy to use, preset-driven application. Simply type in your target parameter changes to the factory presets, and let FOCUS handle the processing complexity:

- 1) Start with a preset, & type in your target requirements for each delivery spec
- 2) Define your program configuration
- 3) Set your file I/O — Watched Folders or Files
- 4) Hit Go!

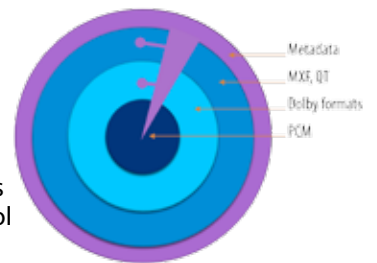
Not only are there many variations of video file formats, but a quality loudness management process itself is complex. AudioTools FOCUS for Loudness Control provides:

- Programme Loudness adjustments with combined True-Peak limiting
- Programme Loudness combined with Maximum Short Term Loudness control for short form & interstitials
- "Active" & "passive" Max. Short Term Loudness combined with Max Momentary limiting
- Pure gain adjustment versus dynamic processing

## File-based In Mind

The world is moving toward IT dominated, file-based workflows, and audio is only a part of the overall video picture. AudioTools FOCUS extracts the audio, processes that essence, preserves any audio metadata and rewraps the audio back into the container without modifying the video. This streamlines your workflow while ensuring downstream compatibility.

The actual ITU-R BS.1770 Programme Loudness standard was defined as file-based. AudioTools FOCUS directly answers that need with a standalone, DSP software solution for loudness control automation.



## Simplicity...It's In The Details

Unlike hardware investments that cannot keep up with changing business strategy, delivery/platform requirements and government mandates, AudioTools FOCUS for Loudness Control is a pure software solution. AudioTools FOCUS provides:

- Loudness managed while preserving artistic intent
- Complete compliance with North American (CALM) & international loudness control standards including: ITU BS.1770, 1770-2/3, EBU R 128, ARIB TR-B32 & OP-59
- Hot Folder or File-driven processing
- Auto-MXF & QuickTime container handling — extract/process/rewrap
- Loudness adjustment or pure logging
- File type auto-detection
- Clearly labeled, proven presets right out of the box
- Instant usability with no guesswork



## The AudioTools Family

Features	AudioTools FOCUS for Loudness Control	AudioTools Server
<b>Operation</b>		
Automation through watch folders	•	•
Automation through webservice API	•	•
Number of concurrent jobs	1	Unlimited
Presets via graphical UI	•	•
SOAP integration & XML scriptable	•	•
Conditional processing	•	•
<b>Format Support</b>		
LPCM Audio: WAV, BWF, AIFF	•	•
Compressed Audio: MP2, MP3, AAC, Dolby E	•	•
Video: MXF & QuickTime	•	•
Video: Transport Stream	•	•
Number of audio channels	8	64
Audio program configurations	Preset	Scriptable
<b>Loudness Processing Support</b>		
ITU 1770-1/2/3 & EBU R 128 Measurement	•	•
Program Loudness Adjustment	•	•
Momentary & Short-Term Loudness Adjustment	•	•
True-Peak Limiting	•	•
Loudness Range Adjustment	•	•
Dialog-based level adjustment	•	•
Conditional dynamically adjusted profiles	•	•
<b>AudioCare</b>		
Service Level Agreement (per year)	optional	mandatory

AudioTools FOCUS can be upgraded to a full AudioTools Server configuration, with 80% of your AudioTools FOCUS purchase being applied as a credit

## Simply A Better Way to Manage Loudness

AudioTools FOCUS for Loudness Control wraps an entire toolkit of file-based functions in an easy to use, preset-driven automated system. In the current challenging business climate, every engineering department needs to know that their capital expenditures will continue to deliver well into the future. AudioTools FOCUS' ability to adapt to today's fast paced post environment adds tremendous value to an already competitively priced package.

- Automation is the key to consistency
- File-based workflows produces subjectively better results
- File-based solutions fit into file-based environments

AudioTools FOCUS is a stand-alone island of platform-agnostic processing expertise in your video universe — scalable, continuously compliant audio expertise distilled into a turnkey, file-based solution.

## AudioTools FOCUS — An Affordable, No Compromise Solution That's Simply a Better Way to Manage Loudness

Minimum System Requirements: Windows 7 or newer, 8 GB DRAM, 100 MB disk space for installation, local or networked storage, and a free USB port for license dongle.



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