# Synchronicity Media SyncDNA




Synchronicity Media today announces the launch of SyncDNA, a new software ecosystem designed to transform how professional audio teams collaborate in post-production. Built for the specific demands of film, television, and music, SyncDNA provides frame and sample-accurate synchronisation across departments around the globe—ensuring dialogue, music, and effects remain locked to picture, and every stakeholder is working from the correct version.

Developed in close consultation with professionals working across sound, editorial, and picture departments, SyncDNA addresses long-standing workflow challenges such as synchronisation, version management, remote review, and communication between teams.

Key Features include:

- Accurate by Design
  - Frame and sample-accurate synchronisation of 4K video and high-resolution audio
  - Real-time sync maintained even over variable internet connections
- Seamless Integration
  - Connects directly to industry-standard DAWs and NLEs



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- Compatible with SDI hardware and air-gapped stage setups, but requires no dedicated hardware to operate
- Review and Approval Without the Gaps
- Remote review of immersive audio up to 9.1.6 at 24-bit/96kHz
- Integrated video conferencing with time-stamped markers and contextual feedback

- Secure Global Collaboration
  - Encrypted transmission with rigorous access controls
  - Instant guest access without account creation

SyncDNA is software-only and requires no proprietary hardware, making it easy to deploy in a wide range of production environments. It is competitively priced, with flexible subscription options available to suit facilities of all sizes.

“Post teams have been stuck using too many disconnected tools just to stay in sync - literally and figuratively,” said Dominic Castro, VP of Product at Synchronicity Media. “Whether it’s managing frame-accurate cues or keeping feedback aligned across departments, SyncDNA brings those processes into one place. You can see it, hear it, and know with confidence it’s exactly where it needs to be.”

SyncDNA is already being used by respected industry professionals such as Frank Morrone, Michael Frondelli, and Dennis S. Sands, who have provided valuable input during its development. Their feedback has helped shape features that address real-world post-production challenges across editorial, audio, and review workflows.

SyncDNA is available now as a secure, cloud-based subscription service.

www.syncdna.com



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