



FOR IMMEDIATE RELEASE

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BUILDING4MEDIA PARTNERS WITH OPENCUBE FOR ALL OF THEIR MXF NEEDS

Building4Media has selected the MXF Toolkit developed by OpenCube Technologies to implement their MXF support

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OpenCube Technologies has licensed its MXF Toolkit to Building4Media, one of the industry leaders in software products for production, post-production, playout automation, and new media. Building4Media is the only company with professional playout automation on the Apple platform. Thanks to OpenCube's native Mac OS X Toolkit, Building4Media is now able to combine its QuickTime support with MXF.

Today, most broadcasters and production companies have adopted the MXF file format to set up their tapeless workflow. By offering MXF support on Apple solutions—the broadcast industry's platform of choice—Building4Media will appeal to an even broader client base.

Building4Media was looking for a fast and easy implementation and turned to OpenCube for their needs. The French company is the only one on the market to provide a native MXF SDK available in various platforms including Apple whether they're Intel or PowerPC. The OpenCube MXF Toolbox has been proven to be the highest performing in the industry, and has shown very strong reliability, not only with Linux and Windows operating systems, but also with Mac OS X.

"In addition to QuickTime for production, post-production, and playout/master control automation, we now support MXF throughout our entire workflow of software products. This functionality includes the conversion between QuickTime and MXF. To implement our MXF support, we decide to team up with a solid partner, and OpenCube, was the obvious choice." says Eltjo Meijer, CEO and Co-founder of Building4Media

"This new partnership with such a company as Building4Media is the perfect opportunity for us to show that the OpenCube MXF Toolkit is ideal for any Apple platforms and that it responds to the needs of any MAM and automation companies", says Benoit Fevrier, President and CEO of OpenCube Technologies,

The first project that will benefit from this new technology developed by the Building4Media and OpenCube partnership is for the production system of a Belgium national broadcaster. Shortly after, another project that will be benefiting of the new technology is the post-production system integrating Final Cut Pro edit sets for a Dutch national broadcaster, which also happens to be one of the biggest Apple installations in the world in the broadcast industry.

About OpenCube Technologies:

OpenCube Technologies is a pioneer in the field of video/IT technology integration, with world-class expertise in MXF development, metadata management, and media-data interoperability. OpenCube invests heavily in R&D, constantly creating innovative solutions, ensuring this company's position as a world-class leader in its area of expertise—MXF and HDTV standards. For more information

www.opencubetech.com

About Building4Media:

Building4Media specializes in software products for production, post-production, playout automation, and new media. All software products are cross-platform and support both Apple and Windows computers. Based on Apple computers, Building4Media has developed its own video playout server.

Our mission is to optimize the value of our products for our customers and partners, in terms of: reliability, functionality, flexibility/growth path, and efficiencies, in personnel, broadcast equipment, and computer hardware. Building4Media utilizes only state-of-the-art technologies and open standards.

www.Building4Media.com.

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