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OPENCUBE TECHNOLOGIES TACKLES THE MXF INGEST PROCESS AT VRT IN BELGIUM

VRT Integrates OpenCube's Software To Streamline Its News Process Management

TOULOUSE, France — April 13th, 2007 — OpenCube Technologies has signed an agreement with VRT to undertake advanced MXF-based software solutions that streamline its news process management. VRT is the public broadcasting network of the Flemish community in Belgium.

In the course of its file-based digital news-migration process, VRT wanted to make absolutely certain it could effectively integrate its Camcorder journalist clips into the media-fabrication process. VRT's goal was to transfer seamlessly media that was shot with Panasonic P2 Camcorders — based on native MXF OpAtom implementation — into a production workflow and media asset management using MXF Op1a with advanced-handling of both on the field and ingest metadata.

OpenCube Technologies specializes in MXF format and ingest gateways that provide high-performance workflow. By using its powerful MXF toolkit and several existing software modules, OpenCube has created the perfect solution to meet the needs expressed by broadcaster VRT. OpenCube's software enables VRT to perform in one single process the unloading of clips from P2 cards, the conversion of media from MXF OpAtom to MXF Op1a, the transfer of on-the-field metadata, the inclusion of MXF DMS-1 ingest metadata and ftp streaming transfer to Ardome's Ardome system.

This method of process-managing offers the best, most cost-effective solutions in media ingest. To achieve this software system, OpenCube's team worked in close collaboration with the VRT team to produce exactly the desired results. To reach this objective, OpenCube's MXF software has relied on innovative technologies, notably SOAP protocol and XML exchanges.

"We were looking for a high-performance solution that was available rapidly to completely master the MXF-format handling," indicates David Van Kemenade, Production Project Engineer at VRT. *"OpenCube brought us the real flexibility and reactivity that has allowed us to cover almost all of our requirements,"* David Van Kemenade concluded.

Several OpenCube P2-to-MXF-OP1-ingest packages were installed and, since March 2007, have been used in real production environments.

"This collaboration has given us the opportunity to make the most of our P2-media-management and MXF know-how," says Benoit Février, President and CEO of OpenCube. *"It is important that we work in real-world situations to be able to help the broadcasters in their filed-based workflow migration. That's why we engage in ongoing R&D."*

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.

More information about OpenCube Technologies can be found at: www.opencubetech.com

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