

Panasonic Press Release.
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Panasonic Broadcast and OpenCube Maximise the Potential of the P2 Workflow.

Panasonic is proud to announce a strategic alliance between themselves and OpenCube in a way that benefits all users of P2.

P2 is the only true, cost effective, working IT solution for broadcasters and as the pace of adaptors speeds up so does the need for format support from third party companies.

OpenCube have been offering advanced technological solutions to the film and television industry with their expertise in combining video software and IT solutions. **Building robust, high performance applications using MXF standards that enhance production workflows was seen by Panasonic as the perfect partnership to build on the already amazing capabilities of P2. Together it is felt by both companies that this partnership is guaranteed to boost any production company's productivity.**

P2s MXF file handling has been optimised by OpenCube by the development of software that moves on some of the key features. Automatic Ingest, MXF Metadata, play list viewing, simple timelines for MXF to consolidate, voice over and voice memos. All have been enhanced with a joint development plan based on feedback from front line users, journalists and technicians now well versed in P2 technology.

"We are very pleased that Panasonic has trusted us and placed the development future of their product in our hands. We know we can rise to the occasion" says Benoit Fevrier, President and Co-Founder of OpenCube. He added "We have world class expertise in MXF development, with extensive knowledge of how to deal with MXF OPAAtom on metadata and essence handling. We feel this is an important step toward filling the urgent needs of many production professionals from around the world".

Michael Erkelenz, the Head of European Technology at Panasonic who has been working closely with OpenCube to answer Production Company questions on MXF usage said of the alliance. **"I have had a great deal of positive feedback from OpenCube on the use of P2 in the professional production marketplace and the answers they provide make P2 workflows even more accessible. We are more than happy to support them with any information they need to continue their research"**.

Among the first customers for these products are **ZDF in Germany and RFO in France.**

Greater distribution and marketing is scheduled toward the end of the year from both companies and the development of products to enhance the use of P2 will continue.

For any more information on P2 please visit www.panasonic-broadcast.com and for information on OpenCube please visit www.opencubetech.com .