

FOR IMMEDIATE RELEASE

IRT and Cube-Tec cooperate to improve MXF interoperability in file-based media operations

Bremen/Munich September 10th 2012 – *In larger media organisations MXF experts still stay busy all the day to solve compatibility issues arising in the different file-based workflows. The goal of this cooperation is to provide intelligent tools to reduce the effort needed to achieve reliable interoperability.*

Cube-Tec's *MXF Legalizer* is designed to solve typical interoperability problems with MXF containers fully automated. While MXF expert knowledge is used inside of *MXF Legalizer*, the user interface is straightforward and the MXF container compliance processing does not require any MXF expert knowledge at all. Within *MXF Legalizer* no video re-encoding is performed securing avoiding any deterioration of the media quality. The video essence remains complete untouched. With *MXF Legalizer* most MXF files can be made interoperable in a fully automated high-speed process.

IRT's *MXF Analyser Professional* is a powerful tool for MXF experts to detect violations of standards compliance and to identify causes of interoperability failure. *MXF Analyser* has become the reference tool for the MXF analysis.

Cube-Tec's *MXF Legalizer* has to decline all files which cannot be processed automatically. Up to now, these files had to be handled again manually by MXF experts. With the integration of the IRT *MXF Analyser* and analysing and interpreting its results by Cube-Tec's Rule Engine the appropriate workflow decision accordingly to the clients business process can be automated.

Even if an automatic exception processing is not required, clear and easily understandable handling suggestions can be generated by the Rule Engine. This saves cost and lowers stress and helps to get on top of the massive increasing number of MXF files which has to be processed day-by-day. *MXF Legalizer* can easily be plugged-in in existing file-based workflows. Optionally, *MXF Legalizer* can also correct loudness of the output file according to the EBU R 128 recommendation.

Jörg Houpert, Head of Technology (Cube-Tec International)

"In mass processing even complicated business cases need to be handled automatically. This directly leads to measurable cost reductions, which are mandatory especially during economically challenging times.

Cube-Tec's rule-based process engine can be driven by the results of the IRT MXF Analyser. Through this, we are able to drastically enhance flexibility and automation in QC and media clean-up processes."

Dr. Rainer Schäfer, Division Manager Television (IRT)

"Intelligent networking of performance oriented and specialized systems, based on flexible and open interfaces, are currently the chance and the challenge of file-based workflows. In automated processes, the functionality and performance of the whole system is increased considerably. We are happy that in this cooperation the IRT MXF Analyser is able to prove its renowned quality in analysis and its ability to be easily networked in production systems by Cube-Tec."

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About IRT - Institut für Rundfunktechnik

With its head offices in Munich, IRT supports broadcasting on a national and international scale with its spectrum of services. Its associates are the broadcasting companies ARD, ZDF, DRadio, ORF, and SRG/SSR. IRT is also cooperating with numerous clients from the broadcasting, media, communications and information technology industries as well as various research institutions and academies. Since its foundation in 1956, IRT has been committed to preserving broadcasting and accompanying the adjustment of the broadcasting idea to new market environments and requirements.

About Cube-Tec International

Cube-Tec International is well known for its outstanding mastering, restoration and archive solutions in the audio domain for more than 15 years now. Furthermore, Cube-Tec offers state-of-the-art products for content verification and process automation in modern file-based workflows using multiple quality evaluation methods. New solutions for moving image archiving and Digital Cinema have recently complemented the range of Cube-Tec's products and services.

DOBBIN, Cube-Tec's Media Rendering Farm provides distributed quality-controlled process automation for audio-visual content. In order to streamline and secure human-centric workflows in large-scale media processing projects, Cube-Tec has developed a workgroup solution called CubeWorkflow.

Cube-Tec's products are in use at world leading media companies and renowned government archives. With installations in more than 100 media archives in 22 countries, Cube-Tec today is in a leading position in this market. Cube-Tec's technology is licensed to companies like Adobe and Steinberg Media Technologies. Also, Cube-Tec is a member of various European research projects and international media standardisation boards like SMPTE, AMWA and EBU.

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