

FOR IMMEDIATE RELEASE

JOANNEUM RESEARCH and Cube-Tec International cooperate on file-based quality analysis

Bremen/Graz September 18th 2012 – *Most media organisations have to fight the rapid growth of data size and diversity in their file-based workflows. This leads to alarming additional expenses which can only be controlled by a more efficient design of the processes.*

In media organizations, efficient media quality checks are key to the optimisation of file-based workflows. Quality analysis has to be able to detect deviations from allowed technical parameters on different levels: from media container, to encoding, to problems in the essence itself.

All file-based QC solutions on the market have their own strengths and weaknesses. More and more users now make use of multiple QC-engines, to be able to increase the degree of automation. QC-engines exhibit big differences in respect to quality assessment of video essence. Only few systems provide analysis functions for essence assessment, most of those only for error classes that could be directly derived from the video signal. Functionality for interactive verification of essence is often missing.

JOANNEUM RESEARCH has been researching and developing methods for quality assessment of video and moving image essence for multiple years now. JOANNEUM RESEARCH's VidiCert technology automatically detects a range of specific essence errors (electronic and film grain noise, blurriness, severe video signal discontinuity, color distortions etc.) based on their subjective appearance. A user-interface optimised specifically for usage by QC operators, showing results of automatic detection intuitively and clearly in combination with the video essence, allows quick manual inspection and assessment. Compared to a fully manual quality inspection, VidiCert is able to reduce operator time drastically.

Through integration of VidiCert technology into Cube-Tec's CubeWorkflow, an intelligent coupling of the best QC engines on the market is formed. With this integration, Cube-Tec provides a unique comprehensive solution in the area of file-based quality assessment for media organisations. In addition to the rule-based execution of analysis tasks and their results, the solution provides different user-interfaces specialized for efficient manual QC inspection. These interfaces give operators the best possible decision-making support at any given moment, avoiding unnecessary operator intervention.

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

"Since many years we have established a fertile exchange of information with JOANNEUM RESEARCH in the area of research and development. We already had analysed precursor QC technology years ago, and tested it for practical application. From our point of view, an impressive quality increase was reached in the especially challenging field of video and moving image essence quality assessment over the last years. No other QC engine is able to provide this today.

A logical consequence of this is the integration of VidiCert into the CubeWorkflow system, to achieve the best customer value possible."

Werner Haas, Director Institute DIGITAL (JOANNEUM RESEARCH Forschungsgesellschaft mbH)

"As a result of a long dialogue with many users and research institutions we developed largely mature technologies which now are handed over to industrial use and exploitation. With this, we meet our key mission, to support transfer of technology to economy. We are proud to succeed in this, together with Cube-Tec."

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About JOANNEUM RESEARCH

JOANNEUM RESEARCH is a professional innovation and technology provider with a track record of 30 years in cutting-edge research at international level. It focuses on applied research and technology development, thus playing a key role in technology and knowledge transfer in Austria.

The Institute DIGITAL is a leading international research partner and centre of expertise in the area of information and communication technology. The Institute's technological and scientific basis includes web and internet technologies, image, video and acoustic signal processing along with remote sensing, communication and navigation technologies.

The Research Group on Audiovisual Media focuses on harnessing information from multimedia content, especially video, film, image and audio. This provides the basis for developing automated solutions, be it for the detection of wrong-way drivers on motorways (viasense wrong-way-driver-monitoring), the detection of logos in video (BrandDetector), the treatment of audiovisual media metadata (MPEG-7 Library), the digital restoration of film (DIAMANT) and the efficient quality assessment of video and moving images (VidiCert).

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 audiovisual 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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