

WDR mediagroup digital decides to use MXF Legalizer

Bremen, Germany, 15th Sep. 2014 – since February 2011, WDR mediagroup digital (WDRmg digital) is migrating the analog and digital Betacam tape library of the largest broadcaster in Germany, the Westdeutscher Rundfunk (WDR). The used archive system is A.D.A.M. (Automated Digital Archive Migration). In summer 2014, already more than 250'000 Betacam tapes were transferred to IBM Jaguar streamer tapes.

The A.D.A.M.-system provides automatic quality control of the playback process. Dirty tapes are automatically detected and fetched by the robot arm and inserted into a tape-cleaner. After cleaning, a further try to migrate the tape is started. The system is documenting its processes automatically, including defects and their rejection.

To expand the quality assurance on the created MXF files, WDR and WDRmg digital have decided to purchase two *MXF Legalizer* systems.

MXF Legalizer has been developed by Cube-Tec International. The purpose of the *MXF Legalizer* is the correction of MXF files to conform to the highest possible standards and to secure interoperability. This is all done in a fully automated high-speed process. Incoming MXF containers and MPEG essence streams are processed so that all doubtful and potentially error-prone specifics are corrected. Using special settings, client specific changes to MXF files are also supported.

Reinhard Stöckmann – WDRmg digital Archive and Production Services

Management *“WDR mediagroup digital is using large-scale media migration products from Cube-Tec successfully for years. During extensive pre-tests, we could together with WDR QC team assure that MXF Legalizer will fulfil our requirements.”*

Jörg Houpert – Head of Technology (Cube-Tec International) *“Media quality assurance in large-scale fully automatic workflows is the core application of MXF Legalizer. Today, there is no comparable product on the market that comes close to the performance of MXF Legalizers automatic MXF file repair. The two systems will be integrated into IBM AREMA with FIMS interfaces.”*

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About WDR mediagroup

WDR mediagroup (WDRmg) is the commercial subsidiary of the West German Broadcasting Corporation (WDR) in Cologne. As an innovative service provider for media content, it offers 360-degree marketing and sales of high-quality WDR programmes and supplies of other partners via all distribution channels and platforms. In addition to its core business, which is the marketing of advertising time, its versatile service portfolio covers the entire digital value-added chain: WDRmg digitalizes and archives media contents, sets up an infrastructure for their further commercial exploitation and is finally responsible for marketing and sales. The wide range of services is rounded off by programme development and trading, licensing transactions, online solutions, accessible media services, a DVD label of its own, a music publisher, listener retention programmes and an extensive marketing organization.

About Cube-Tec International

Cube-Tec International is a pioneer in quality-supervised, file-based processing for large-scale media archives. For more than 15 years Cube-Tec supports clients with innovative, customized solutions for media migration and error monitoring. Cube-Tec engineers can rely on proven experience and expertise in perception-based signal processing and best preservation practice.

Cube-Tec has developed the Cube Workflow 2.0 framework to streamline business processes which combines full automatic media processing with human-centric workflow group integration. MXF Legalizer was built on top of Cube Workflow.

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.

For further information:

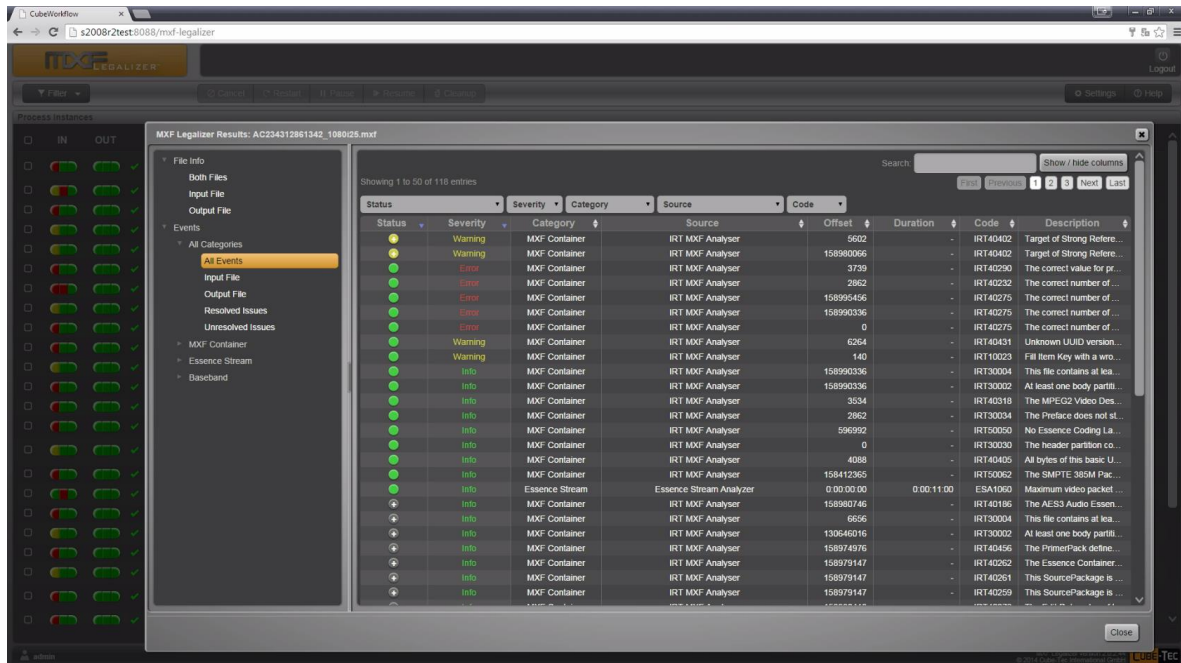


Tom Lorenz
Cube-Tec International
t.lorenz@cube-tec.com
Ph: + 49 (0) 421 / 20 144 0
www.Cube-Tec.com

Cube-Tec Stand 5.C41 (Halle 5)

additional image for free use together with the press release.

Screen shot: MXF Legalizer with IRT MXF Analyser results



Link for the high-res picture: http://www.cube-tec.com/press/img/PR_09092014_Pro7_1.png