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News Release

Atempo and OpenCube Partner to Advance Digital Archiving for Creative Environments

Integration enables archiving of MXF files and partial restoration of large digital assets with Atempo Digital Archive

Palo Alto, Calif., March 30, 2010 – Atempo, Inc., a leading provider of cross-platform data protection and archiving solutions, today announced a new partnership with OpenCube Technologies, a provider of flexible and cost-effective MXF-format solutions, that integrates OpenCube’s MXF management software with Atempo Digital Archive (ADA). This new development enables Atempo customers in media and entertainment markets to incorporate archiving of MXF-format data files into the creative workflow and allows for partial restoration of these large digital assets.

Based in Toulouse, France, OpenCube is a pioneer in the field of video/IT technology integration and a leader in high-performance software tools for managing the MXF file format. Widely adopted in creative industries as the new standard for exchanging metadata linked to audio and visual content, MXF has full timecode support and is platform-agnostic for professional video and audio applications. The technology integration with OpenCube gives Atempo customers the ability to fully protect and preserve this metadata into their archive systems, in turn enabling partial restoration of their creative files based on specific time codes.

“The MXF file format is the most ambitious standard developed over the last decade for exchanging metadata linked to creative content, including audio and visual materials,” said Benoit Fevrier, General Manager at OpenCube Technologies. “This partnership ensures that OpenCube and Atempo customers can confidently leverage the benefits of MXF data knowing that their assets have full digital archival capabilities required in any creative organization.”

For customers in media and entertainment, Atempo Digital Archive goes beyond preservation and hierarchal storage management (HSM), to play a particularly active role in the day-to-day workflow. Today, more organizations require creative data to be retained at different stages in its lifecycle. Raw data, edited files and final projects need to be stored, as any version may need to be leveraged for future projects. ADA’s transparency to end-users and critical integration with widely-used creative applications allows those individuals to easily archive at various steps in the content creation process and pull information into and out of the archives as needed. This enables users to transfer fixed-content media assets stored in Final Cut Server and other applications into a wide number of long-term storage devices by simply using the native application interface.

“As MXF adoption continues to spread across all media and entertainment sectors, creative organizations must closely examine their storage management and archival systems to ensure the full protection and management capabilities of this file format,” said Marylise Tauzia, Director of Product Management and Marketing at Atempo. “In integrating OpenCube’s MXF technology with ADA, Atempo once again

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demonstrates its leadership and commitment to addressing the most important archival needs for media and entertainment environments.

Atempo will provide product demonstrations at the NAB Show in Las Vegas, Nevada from April 12-15 at booth N 5137.

About OpenCube Technologies

OpenCube Technologies has world-class expertise and experience in providing flexible and cost-effective MXF-format solutions. The company develops HD/SD ingest gateways and innovative advanced technology applications for streamlined workflows and effectively managing media content lifecycles: from capture to digitization, delivery and archive, convert, re-purpose and re-use.

NAB 2010 – Booth # 6807

About Atempo

Atempo enables organizations to preserve and protect digital information simply and effectively, across any infrastructure, on any platform, over long periods of time. Atempo's comprehensive archiving solutions deliver policy-based and workflow-driven management of rich media files, e-mail and other high-value digital assets to maximize the efficiency and performance of storage systems and reduce long-term storage costs. Atempo's fully-integrated software portfolio also includes backup and recovery of heterogeneous servers, workstations and laptops throughout the enterprise – from the data center to remote offices. Atempo serves thousands of customers around the world through a sales and support network of over 200 resellers and partners.

Learn more about Atempo at www.atempo.com

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