

## ***OpenCube and DVS provide additional support for Panasonic P2 technology***

**Wiesbaden, Germany, 3<sup>rd</sup> June, 2009** – Panasonic Professional Broadcast and IT Systems (PBITS) has announced that two companies, France based OpenCube Technologies and Germany's DVS Digital Video Systems AG, are now able to offer additional levels of support and integration with its file-based P2 technology. Thanks to this support Panasonic will offer in Europe a greater choice of software and workflow solutions to broadcasters working with P2 technology.

Panasonic's file-based workflow P2 technology was launched in 2004 to offer better efficiencies compared with traditional tape-based technology. Since then, Panasonic has built up a network of third party companies offering products and solutions that support P2 in order to bring the time and cost saving benefits to customers when editing and managing content.

Markus Naegele, IT Integration Product Manager for Panasonic said: "Panasonic is always looking to expand its strategic approach to the market by offering outstanding third party solutions. For customers this means that they can access a wealth of technology and expertise to satisfy their content needs".

OpenCube has been a Panasonic partner since 2005, delivering a range of benefits in IT-based content creation including better video compression efficiencies. Major European broadcasters use OpenCube's customisable P2 software as a way to manage daily workflow processes such as automatic Ingest, FTP uploads and simple editing functions. The latest Version of OpenCube's P2Soft® now also includes support for Panasonic's AVC-Intra, Intra frame based Advanced Video Coding technology, offering broadcasters and industry professionals increased flexibility and interoperability for P2 content. This greater degree of support for Panasonic technology has contributed to OpenCube's current status as a certified member of the P2 Alliance Network.

“We have seen significant interest from within the industry for our solution and this has helped us to become an official Panasonic P2 Alliance Partner,” said Benoit Fevrier, General Manager, OpenCube. “We believe that it is important for our customers to understand the value of using P2 technology as they seek improved ways to create and manage their content and we are committed to providing efficient solutions to help them achieve this.”

DVS products and workstations are used at production or post production stages in the broadcast cycle as well as in the high-end digital film market. The company’s cooperation with Panasonic is the result of new interoperability and support for P2 clips when used in combination with DVS solutions such as DVS’s new video server VENICE and the award winning workstation CLIPSTER®. The new VENICE system is not only a video server for ingest and play-out of various video and file formats, it additionally provides fast and secure accessible RAID storage which can be achieved from other clients like NLE Systems as well.

Konstantin Schinas, Product Manager, DVS said: “Today’s broadcasters are faced with unique demands for time sensitive content delivery while maintaining high quality and flexibility. Our support for Panasonic’s P2 media in Europe provides an added level of choice and offers many more possibilities for broadcasters migrating into a tapeless and file-based workflow environment. We intend to build on this by supporting P2 in all our turnkey products ranging from CLIPSTER® and VENICE to the Pronto family of disk recorders.”

For more information please visit:

[http://www.panasonic-broadcast.com/en/technology/P2\\_Partners/P2\\_Partners.php](http://www.panasonic-broadcast.com/en/technology/P2_Partners/P2_Partners.php)

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#### **About Panasonic**

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products for a wide range of consumer, business and industrial needs. Based in Osaka, Japan, the company recorded consolidated net sales of 7.77 trillion yen (US \$78.4 billion) for the year ended 31 March 2009. The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE Symbol: PC) stock exchanges. For more information on the company and the Panasonic brand, visit the company's website at <http://panasonic.net/>.

## About PBITS

Panasonic's Professional & Broadcast IT Systems Business Unit is part of Panasonic Audio Visual and Computer Systems Europe (PAVCSE), a division of Panasonic Marketing Europe GmbH. The company is a leader in the development of video formats and core products for broadcast and professional AV, including camera-recorders, video recorders, monitors and mixers. Panasonic's P2 systems provide the reliability of solid-state production with immediate connectivity to existing IT infrastructures, allowing for completely tapeless workflows. [www.panasonic-broadcast.com](http://www.panasonic-broadcast.com)

## About DVS

DVS Digital Video Systems AG is a manufacturer of high-quality hardware and software for professional film and video post production. Both CLIPSTER®, the company flagship, and Spycer®, the intelligent data manager, have won several prestigious awards. With its DI systems, DVS is the first company in the world that makes real-time 4K-processing possible. Thanks to DVS's long experience in the field of post production, the company is optimally prepared for the switchover to HDTV in the broadcast sector, and is equally active in the D-Cinema arena – since 2007, all DVS products meet the required standards. In addition to the company headquarters in Hanover (Germany) and Los Angeles (California, USA), DVS has branch-offices in Miami (Florida, USA), Paris (France) as well as Singapore.

## About OpenCube Technologies

OpenCube Technologies is a pioneer in the field of video/IT-technology integration, with worldclass expertise in MXF development, metadata management, and media-data interoperability.

OpenCube invests heavily in R&D, constantly creating innovative solutions, ensuring this company's position as a world-class leader in its area of expertise - MXF and HDTV Standards.

More information about OpenCube Technologies can be found at: [www.opencubetech.com](http://www.opencubetech.com)

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