



FOR IMMEDIATE RELEASE

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THE ADVANCED MEDIA WORKFLOW ASSOCIATION : PUTTING AAF AND MXF TO WORK

**OpenCube Technologies is proud to announce its involvement with the
MXF Mastering Format Project.**

At NAB 2007, the Advanced Media Workflow Association – AMWA (formerly The Advanced Authoring Format Association - AAFA) is sponsoring the first public demonstration of this long-term initiative.

The aim of this project is to bring a fresh approach to MXF and to provide proposed, real-world solutions for key workflows, focusing on creating a single MXF master file from which multiple versions of a program may be created. This rationalization project currently includes two key strands: MXF Mastering Format and the MXF Processor API.

The work – which was started two years ago by Turner Broadcasting System, Inc. – will be demonstrated at the show and will be open to comment and scrutiny. The Advanced Media Workflow Association welcomes input on this technical proposal.

The full list of manufacturers taking a leading role in this MXF rationalization work is: EMC; Marquis Broadcast; Metaglue; Omneon; OpenCube Technologies; Pro-Bel; Quantum; Snell & Wilcox; Softel; TMD.

Dates for your diary:

Demonstration venue: Summit Room, Renaissance Hotel

Press Roundtable: Monday 16th April, 5pm, N242, LVCC

Cocktail Reception: Tuesday 17th April, 5-6.30pm, LVCC

Broadcast Engineering MXF conference afternoon: Tuesday 17th April

About OpenCube Technologies:

OpenCube Technologies is a pioneer in the field of video/IT technology integration, with world-class 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.

For more information

www.opencubetech.com

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