



FOR IMMEDIATE RELEASE

OPENCUBE SIGNS PARTNERSHIP AGREEMENT WITH DIGITAL RAPIDS: MXF TOOLBOX TO BE IMPLEMENTED IN DIGITAL RAPIDS' MEDIA ENCODING SOLUTIONS

**Digital Rapids has selected the OpenCube MXF Toolkit
to enhance the MXF capabilities in its media encoding and transcoding solutions**

TOULOUSE, France — November 6th, 2007 — OpenCube Technologies, a company specialized in MXF-file formats, announces that it has signed an OEM partnership agreement with Digital Rapids Corporation, which will integrate OpenCube's MXFTk[®] and MXFTk[®] Reader into enhanced MXF options for its acclaimed media encoding and transcoding solutions. In doing so, Digital Rapids will significantly extend the range of MXF capabilities offered to its customers.

The MXF format has now reached maturity and its high level of interoperability is enabling the broadcast industry to significantly optimize digital workflows. In addition, the powerful MXF exchange standard provides all the tools required by encoding and transcoding solution providers for efficient media file exchanges and metadata management.

Digital Rapids is a leading manufacturer of innovative, multi-format ingest, encoding and transcoding hardware and software, with customers including leading studios, broadcast networks and post production facilities. The addition of OpenCube's MXF technology enhances Digital Rapids' current MXF support with new features including MXF writing, furthering the company's reputation for products with outstanding format flexibility. The new MXF options will be available for Digital Rapids' StreamZ[™], StreamZHD[™] and DRC-Stream[™] media encoding systems and the Digital Rapids Transcode Manager[™] enterprise-level transcoding software.

In addition to the MXFTk[®], OpenCube has added MXFTk[®] Reader (Direct Show Filter) for instant and easy MXF-file reading. The bundle enables users to efficiently manage digital workflows, from manipulating MXF-file formats –whatever their essence format– to real-time play back and metadata updating.

Digital Rapids opted to incorporate the MXFTk[®] bundle because of the solution's high performance and reliability. Another key factor was its flexibility and the fact that it could be easily integrated in a short period of time.

"The MXF format is a key standard for media interchange in acquisition, production and broadcast workflows," said Brick Eksten, President of Digital Rapids Corporation. "We selected OpenCube's tools not only for the quality of the MXF toolset, but also for the high level of expertise the company's technical team was able to offer during our development, enabling us to implement the toolkit quickly and seamlessly."

"We are very pleased at how rapidly the MXF file format is being adopted," says Benoit Février, CEO of OpenCube. "After IBC 2007, we had many requests from broadcasting companies interested in OpenCube technology and in solutions that would allow them to integrate MXF capabilities directly and professionally. It is a privilege to be working with Digital Rapids, clearly a leader in its field."

About Digital Rapids:

Digital Rapids is a leading developer of professional hardware and software solutions for video ingest, encoding, transcoding, protection, streaming, and delivery. Digital Rapids offers solutions that scale from individual applications to enterprise and global workflows, with the proven expertise to help our customers maximize their productivity and the value of their content in the evolving digital media market. Digital Rapids products integrate seamlessly into new and existing post production, broadcast, institutional and media distribution environments, dramatically increasing the volume and quality of media produced while lowering overall costs. Digital Rapids Corporation (www.digital-rapids.com) is headquartered in Ontario, Canada with sales offices in the United States, the UK and Australia.

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.

www.opencubetech.com

For more information

Please contact:

Sandrine THOMAS – Marketing Manager

OpenCube Technologies SAS
Parc Technologique du Canal
10, avenue de l'Europe
31520 Ramonville St. Agne
Toulouse
France
Tel: +33 [0] 561 285 606
www.opencubetech.com
contact@opencubetech.com