



## **FOR IMMEDIATE RELEASE**

### **EVS EXPANDS ITS MXF SUPPORT WITH OPENCUBE TECHNOLOGIES**

#### **EVS select OpenCube MXF Software to Maximize its Production Workflow Integration with Third-Parties Based on Genuine MXF technologies**

**TOULOUSE, France – 4 September 2009** – OpenCube, a key supplier of MXF technologies announces that it has entered a license agreement with EVS Broadcast Equipment, a leader in instant tapeless technology. According to the terms of the agreement, EVS, a company which specializes in the design and the manufacturing of hardware and software for the production and play-out of sport, news and TV programs in both OB and studio environments will further expands its support of the MXF file format by integrating OpenCube's MXF Toolkit in connection with EVS XT[2] and XS servers.

Efficient tools for exchanging media files have become a key factor in ensuring cost-effective tapeless workflows. EVS was looking for the best level of integration and media exchange with third-party broadcast technology solutions, OpenCube MXF proved to be the ideal tool to achieve this goal.

OpenCube MXF Toolkit offers all the features required for mastering MXF and for preserving metadata with a variety of essence formats, including Mpeg2, AVC-I, DNxHD, DVCPPro and Jpeg2k. MXFTk<sup>®</sup> has shown to be a solution that is both totally compliant with MXF standards and highly compatible with other solutions on the market.

After concluding the tests, EVS decided to integrate the OpenCube MXF Toolkit so that it could generate MXF files in its XT[2] and XS series servers gateway system XTAccess, notably in DVCPProHD and DNxHD, and be able to share the media files with editing tools such as Avid and Quantel.

The partnership between EVS and OpenCube has already proven to be successful: a first release of the EVS XTAccess incorporating OpenCube's MXF Toolkit will be available for demonstration at IBC Amsterdam in September 2009.

"We opted for OpenCube MXF technology in order to expand our capabilities to interchange media with third-party systems and maximize our MXF standard-compliant implementation, but also because the solution offers the flexibility needed to support future HD video formats." says Serge Comes, Media Product Manager at EVS.

"OpenCube's non-stop R&D has enabled the company to stay at the vanguard of MXF implementation", adds Benoit Février, CEO of OpenCube. "We are proud to have a top player like EVS joining us as a partner."



**About EVS ([www.evs.tv](http://www.evs.tv))**

EVS Broadcast Equipment is a leader in the design of hardware and software for the production and play-out of sport, news and TV programs in both OB and studio environments. Its innovative Live Slow-Motion technology revolutionized live broadcasting and is now widely used in non-linear editing and High Definition Television across the television broadcast market worldwide.

The company sells its branded products in more than 70 countries and is capable of providing service in any region. The company has offices in Belgium, China, France, Italy, the United Arab Emirates, the United Kingdom, Hong Kong, Spain, and the United States.

For more pictures and information about EVS please contact:

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**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.

**IBC: Stand 7.J49**

For more information

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