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**OPENCUBE SETS NEW STANDARDS AT IBC 2006
WITH ITS NEW MXF AND HDTV SOLUTIONS**

TOULOUSE, France —September 5th, 2006 — For the third consecutive year, **OpenCube Technologies**, a pioneer in the field of video/IT technology integration, is announcing its presence at IBC 2006 in Amsterdam, September 8 - 12. You will find **OpenCube Technologies** at stand 748—Hall 7, where it will be showcasing its wide range of state-of-the-art solutions in the areas of MXF and HDTV.

Earlier this year, at the National Association of Broadcasters (NAB) convention in Las Vegas, **OpenCube**'s participation resulted in several signed contracts and sealed partnerships, each with high-profile companies like E! Networks, Turner Studios, TV5 Monde, MSA Focus, and IBIS, among others. **OpenCube** believes that its presence at IBC 2006 will nudge it into position as one of the world's leaders in this field of video/IT technology integration.

*"We are looking forward to becoming a major player in this industry and to offering cost-effective, innovative solutions that perform reliably and make for the highest productivity in digital-production workflows. Not only broadcasters, but also manufacturers and production facilities worldwide, have already adopted **OpenCube**'s cutting-edge technologies. Our brilliant team's extensive experience and expertise enable us to consistently meet the needs of such diverse industries,"* says Benoit Fevrier, President and CEO of **OpenCube Technologies**.

During IBC 2006, **OpenCube** will be highlighting its new **Toolkit**, visionary in scope and considered the ultimate in software tools that can easily handle the powerful and now-industry-standard MXF file format. As defined by SMPTE, the Material eXchange Format, or MXF, is the current standard file interchange

format. **OpenCube's Toolkit** is designed to address the specific requirements of the broadcast and production environment; **OpenCube's MXFTk®** is fully compatible with many different types of MXF-compliant equipment, hence, it can guarantee full MXF exchange interoperability. This also includes an enhanced version of our **MXF Viewer** and advanced features to handle GXF streams.

"We invite every manufacturer and broadcaster to visit us at our stand this year—748 in Hall 7—where we will be demonstrating our exciting new product line." adds Fevrier.

OpenCube's line of systems has expanded; with new products like the **OpenCubeHD v2.0**, an open, powerful, and completely reliable HDTV DDR, **OpenCube Technologies** is sure to make an impact. This product offers full modularity—and it's priced for the most budget-conscious HD productions.

Another item to be unveiled at IBC 2006 is the **OpenCube SD v2.0**, a new generation of turnkey systems that ingest and play back any media using the powerful, metadata-enabled MXF file format. Both the **HD v2.0** and the **SD v2.0** servers are the newest gateways that always lead to a seamless production workflow.

ABOUT OPENCUBE:

Created in August of 2003, award-winning **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, developing advanced and innovative solutions that ensure its position as a world-class leader in its area of expertise—MXF and TVHD Standards.

Its innovations and ability to think out of the box make **OpenCube Technologies** a company whose time has come.

CONTACT AT IBC:

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