



**FOR IMMEDIATE RELEASE**

## **20<sup>th</sup> CENTURY FOX CHOOSES EVS-OPENCUBE FOR ITS MXF JPEG2K MEZZANINE FORMAT MANAGEMENT**

### **OpenCubeHD MXF server used to master MXF Jpeg2k Lossless for 20<sup>th</sup> Fox Studio Production**

**TOULOUSE, France — 22 November, 2010** — EVS-OpenCube, a world-class provider of turnkey MXF digitization servers and software, announces that it has signed an agreement with Fox studios to supply them with OpenCubeHD units for MXF-file format ingest and production management. 20<sup>th</sup> Century Fox is one of the six main U.S. Film studios located at Century City in Los Angeles.

Film studios and post house are currently facing a major challenge: the volume of generated video material is increasing dramatically, especially in cases where production is based on an uncompressed format. The result is a significant increase in the needs for storage capability in production facilities. There is also the challenge of developing the HD Tapeless workflow so that is scalable and delivers optimal performance. This aspect is critical as the HD workflow ensures a smooth video file exchange with full interoperability, adding substantial value to the production chain.

For Twentieth Century Fox Studios, a compressed production file format, with no concessions as to video content quality and the actual fabrication process, was obviously the right road to take.

The Studio finally opted for Jpeg2K as a master format, and EVS-OpenCube proved to be the best-of-breed solution for mastering their file production. Based on OpenCubeHD servers, the Studio generates Mezzanine files in HD with Jpeg2K mathematically-lossless compression for encoding. The files are encapsulated in the appropriate MXF wrapper for audio/video aggregation, offering complete and reliable interoperability with third-party file exchange. The MXF file generated by the solution also happened to be standard-compliant and highly compatible with the systems already in place for Fox Studio's workflow.

OpenCubeHD servers were easily integrated in the existing production workflow, controlled by a SOAP web services API for automatic ingest and conversion, making it a highly operative and scalable installation.



### **About 20<sup>th</sup> Century Fox:**

One of the world's largest producers and distributors of motion pictures, Fox Filmed Entertainment produces, acquires and distributes motion pictures throughout the world. These motion pictures are produced or acquired by the following units of FFE: Twentieth Century Fox, Fox 2000 Pictures, Fox Searchlight Pictures and Twentieth Century Fox Animation.

20th Century Fox Television is a prolific supplier of primetime network and cable series and home to many of the most acclaimed writers, producers and performers working in television. Led by Chairmen Dana Walden and Gary Newman since 1999, the studio has consistently delivered television hits to every broadcast network, and currently has more than 20 series in production, including "The Simpsons," "24," "Glee," "Modern Family," "Lie to Me," "Family Guy," "Bones" and "How I Met Your Mother."

### **About EVS-OpenCube:**

OpenCube, part of EVS since April 2010, 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, display and record, convert, re-purpose and re-use.

In order to succeed, today's broadcast industry players have to build new systems and software able to efficiently manage workflows and adapt to the rapidly changing digital video environment. OpenCube's know-how has enabled it to develop comprehensive solutions and powerful equipment for managing tape, film and digital file formats to enhance customer productivity and business performance.

### **For more information**

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