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**OPENCUBE TO PRESENT PRODUCT LINE WITH ENHANCED
CAPABILITIES AT IBC 2007**

OpenCube, a company specialised in MXF and HDTV solutions that boost production workflows, introduces a product line with innovative new features

TOULOUSE, France — August 29, 2007 — OpenCube Technologies will be exhibiting a complete product line with powerful new features for managing MXF, HDTV and Digital Cinema standards at the IBC convention in Amsterdam, September 7–11.

The market appears to be fully mature now that HDTV has been widely adopted in production facilities and MXF file-based workflows have become critical to both the broadcast and digital Cinema industries.

OpenCube is meeting these new market demands by focusing its R&D on a single objective/target: providing professional solutions that guarantee its customers - manufacturers, systems integrators, post-production houses and broadcasters - with reliable and highly efficient exchanges between production systems.

This year at **IBC**, **OpenCube** will present a full range of solutions with expanded capabilities, as well as an innovative new product release:

XFConverter v1.0 seamlessly connects heterogeneous systems by directly converting format wrappers without modifying their essence. The software enables users to switch between MXF, GXF, Quicktime, and AVI and to extract metadata in DMS-1 XML.

OpenCube MXF Toolkit **MXFTk® version 2.1** has been upgraded. The OEM SDK now offers MXF file VBI and MXF Op1b external ref support, Avid MXF file management, and improved HD essence handling capabilities, in particular with P2 MXF AVC-I and XDCam MXF Mpeg2 HD supports.

XFReader v2.1, the essence agnostic MXF and GXF viewer for Windows, which permits the browsing of any media files on graphics and SDI screens, has been adapted to work with the HD and SD Decklink boards, providing users with a fast, cost-effective solution for transforming their PCs into MXF SDI players.

The SD and HD Ingest and DDR video server line has been upgraded as well:

OpenCubeHD DDR version **v2.1** is now able to generate DCP MXF files with either Jpeg2K encoding (DCI compliance) or Mpeg2 encoding (Mpeg Interop). Numerous interoperability tests have been conducted with leading Digital Cinema Servers, including Doremi, Dolby and Kodak. These new features will allow Post houses and Digital Labs already equipped with OpenCubeHD to add DCP creation to their existing offer.

In addition, the **OpenCubeSD v2.1** gateways have been enhanced with VDCP control protocols, Mpeg2 SD encoding and review, and Jpeg2k encoding within MXF Op1a file format, which is rapidly emerging as the master format for production and SDTV archive migration.

The OpenCube team will be happy to welcome you at its stand (#7.238) for a demonstration of its new products.

OpenCube Technology has been growing at a fast pace since it was founded in 2003, and continues developing new tools that enable customers to handle MXF file formats with ease and efficiency, providing them with dependable, cost-effective solutions for streamlined digital production workflows.

ABOUT OPENCUBE:

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. The company 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 HDTV Standards). More information about OpenCube Technologies can be found at: www.opencubetech.com

CONTACT AT IBC:

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