



PRESS RELEASE

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OpenCube Technologies, the MXF Specialist, Joins EVS

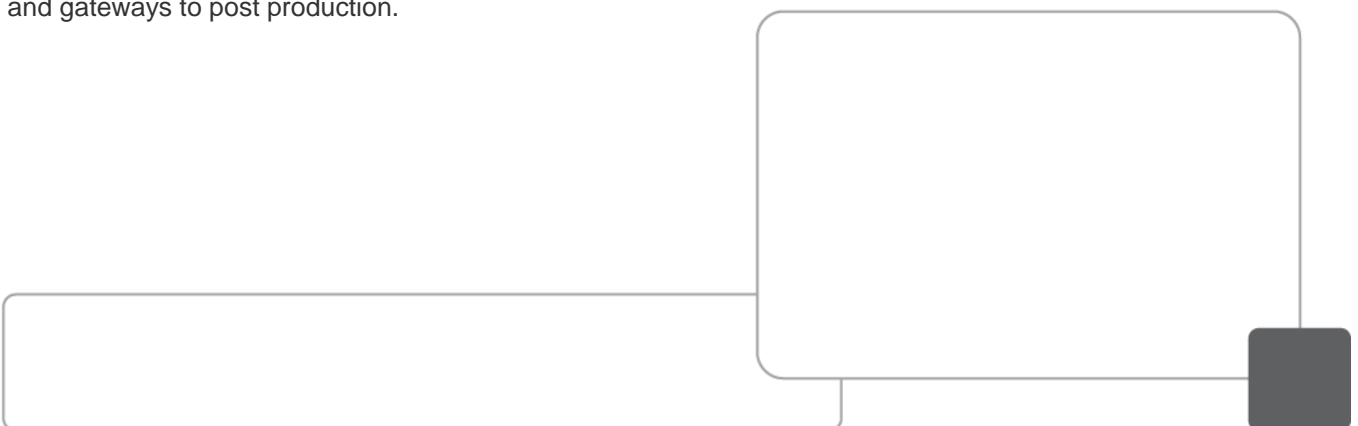
Liège, Belgium – 06 April 2010 – EVS Broadcast Equipment announces the acquisition of OpenCube Technologies, the French specialist in MXF media solutions.

OpenCube Technologies is joining EVS, strengthening the activities of the Belgian group in the production and post production studio markets, by integrating a range of 100% digital workflow solutions based on MXF encapsulation formats.

"We have been working closely with OpenCube for several years, watching carefully the evolution of their MXF software and, more recently, the market adoption of their file-based servers designed for production ingest. The complementary natures of our technologies and the expertise of the OpenCube team in broadcasting and IT were the company's key attractions for our group, enabling us to offer the market even more wide-ranging solutions, while maintaining a high-level service," declares Pierre L'Hoest, CEO of EVS.

OpenCube's MXF content management and manipulation software, as well as its file-based servers will reinforce the range of EVS hardware and software solutions that aim to replace tapes in the audiovisual production world.

EVS solutions for studio acquisition, production and broadcast currently relies on the XS frame-based production server, which offers reliability, access speed and media control that are unique in the marketplace, and are perfectly suited for live and near-live environments. The server comes with a series of content management and production programs, such as IPDirector, Xedio and Insio, together with storage solutions and gateways to post production.





"MXF technology built into EVS products will make it possible to meet the market need for tapeless workflow solutions, offering guarantees in terms of interoperability and exchange of media and metadata with existing and future broadcast and IT solutions," adds Pierre L'Hoest.

"It was important for OpenCube to work with an industrial partner with whom it could share a vision of the future. Joining the EVS group will give us the means to offer our product range immediately throughout the world, but also the resources necessary to pursue a sustained R&D activity to ensure the lasting success of our servers and MXF software," says Benoit Fevrier, founder and Managing Director of OpenCube Technologies.

The MXF format has now been unanimously adopted by the TV, post production and cinema industries as a standard audiovisual exchange format, enabling media and metadata to be stored in a single container. EVS will now be able to strengthen its range in the MXF solutions market by integrating the MXF toolbox, facilitating migration to the MXF format and enabling metadata and video content to be manipulated through simple, efficient interfaces. These solutions will be complemented by OpenCube's MXF servers, used as digitisation gateways, ingest stations or to replace VTR in production and post production environments, offering significant productivity gains.

Pierre L'Hoest concludes: "Our goal with this acquisition is not only to reinforce OpenCube's research and development capabilities, but also to integrate MXF solutions into EVS' product range."

Both companies will present their latest technologies and solutions at the NAB show on 12 to 15 April: EVS Central Hall C9508/OpenCube South Upper Hall SU6807





ABOUT EVS WWW.EVS.TV

EVS Broadcast Equipment is a leader in the design of hardware and software for the production and playout of sport, news and TV programs in both live and near-live environments. Its innovative Live Slow Motion system revolutionized live broadcasting, and its instant tapeless technology is now widely used in nonlinear editing and High Definition Television the world over.

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

ABOUT OPENCUBE TECHNOLOGIES WWW.OPENCUBETECH.COM

OpenCube Technologies is a pioneer in integrating IT and video environments, with globally recognised experience in MXF development, metadata management and metadata interoperability. OpenCube invests heavily in Research & Development and frequently launches innovative new solutions, ensuring the company's position as a world leader in its areas of expertise, HDTV and MXF. The company has applied for patents to protect its specific developments. Its expertise in image acquisition in MXF format is built into a large number of OEM products from manufacturers, such as TELESTREAM, DVS, TEKTRONIX, BLUE ORDER and DIGITAL RAPIDS.

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