



FOR IMMEDIATE RELEASE

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**AT NAB 2007, OPENCUBE STRENGTHENS ITS POSITION AS ONE OF
THE BEST WORKFLOW ENABLERS**

TOULOUSE, France — February 20th, 2007 — At the National Association of Broadcasters (NAB) convention in Las Vegas, April 14–19, **OpenCube Technologies** will demonstrate its latest developments in streamlining HD and SD workflows, including the next generation of its MXF Tools.

By providing ever-evolving performing solutions that maximize interoperability and minimize time to market, OpenCube continues its ascension in the field of video/IT technology integration. OpenCube's updated MXF Toolkit simplifies integration at any stage of the workflow — from content creation to broadcasting — including post-production and archiving. This French company is best known for the multi-platform OpenCube MXF Toolkit, its MXF Viewer, and its format-conversion tools.

This year at NAB, OpenCube Technologies will demonstrate its latest products. Considered the ultimate in the industry, OpenCube's software tools can easily handle the MXF file format, among them, its MXFTk[®] Toolbox.

Made up of multiplatform C++ SDK, Graphic Applications and Viewer, the MXFTk[®] provides manufacturers, broadcasters, and integrators with a top-quality, professional toolkit that enables genuine interoperability in media exchange and effective metadata management.

The MXFTk[®] version 2.0 includes new key features which give you the possibility of rapid handling of the MXF format as defined by SMPTE. These extremely innovative functions include the management of MXF files with external references – from Op1a to Op3c, the support of MXF D-Cinema formats based on MXF DCP creation and guaranteed interoperability with most of Camcorders, NLE and broadcast Servers of the industry.

Among its ever-advancing line of products, OpenCube Technologies will demonstrate updated versions of its MXF/GXF Viewer, a Graphic Application able to handle the rapid management of MXF and GXF media, with associated metadata- and format-conversions tools.

Over the last few years, OpenCube Technologies has been growing steadily and, thanks to numerous signed contracts and sealed partnerships with major broadcasters, manufacturers, and production facilities worldwide, as well as new clients in the Digital Cinema industry, this company is, without a doubt, becoming the industry leader in the field of video/IT technology integration.

So, at this year's NAB convention, you definitely don't want to miss **OpenCube Technologies**. Every manufacturer and broadcaster is invited to come, share and discover the latest innovations about MXF metadata studies, workflow validation and ad hoc development developed by the team at Booth SU# 8530.

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 NAB:

Booth # SU 8530

Benoit Fevrier — President and CEO

Guillaume Neveux — Sales Executive

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