Press Release

**Erlangen/Las Vegas,
April 11, 2011**

Fraunhofer IIS and Cube-Tec International started a Joint Research Project to streamline Moving Image Preservation

The Fraunhofer-Institute for Integrated Circuits IIS and Cube-Tec International GmbH started a joint research project that focuses on developing next-generation media preservation systems and streamlines the process automation for digital cinema productions.

The first result of the cooperation will be the integration of Fraunhofer IIS's easyDCP Creator and Curator technology into Cube-Tec's Media Rendering Farm in order to automate and scale these tools for quality-controlled mass-production of Digital Cinema Packages (DCP) and Master Archive Packages (MAP). Next step will be the development of migration technologies that enable a smooth transition from tape-based archives to digital preservation.

Dr. Siegfried Foessel, head of the Moving Picture Technologies department at Fraunhofer IIS says: "The cooperation between Cube-Tec and Fraunhofer IIS makes it possible to set-up complete new preservation workflows and to integrate our technologies in future-oriented archive solutions and systems."

In digital preservation, open standards and formats are essential to ensure a long-term accessibility to images, audio and meta data. With JPEG2000 and MXF, two of the most important formats used in Digital Cinema distribution have been adapted to the requirements in media preservation.

**Fraunhofer Institute for
Integrated Circuits IIS**

Am Wolfsmantel 33
91058 Erlangen, Germany

Executive Director
Prof. Dr.-Ing. Heinz Gerhäuser
Director
Prof. Dr.-Ing. Günter Elst
Prof. Dr.-Ing. Albert Heuberger

Contact
Angela Raguse
Phone +49 9131 776 5105
Fax +49 9131 776 5109
angela.raguse@iis.fraunhofer.de

Public Relations
Marc Briele
Phone +49 9131 776-1630
Fax +49 9131 776-1649
presse@iis.fraunhofer.de
www.iis.fraunhofer.de

Press Release

The archive profile for MAP was standardized by the Joint Photographic Experts Group (JPEG) of the International Organization for Standardization (ISO) in 2010 as ISO/IEC 15444-1:2004/Amd2. This archive profile is intended for long-term preservation formats and supports mathematically lossless compression for digital media archives.

Jörg Houpert, Cube-Tec's Technical Director adds: "JPEG2000 is known to be the future open standard for moving image preservation. Up to now, a widespread use has been very difficult due to the lack of flexible archive solutions on the market. With the support of Fraunhofer IIS we are able to make better solutions for media archives available."

About Fraunhofer IIS

Founded in 1985 the Fraunhofer Institute for Integrated Circuits IIS in Erlangen, today with more than 750 staff members, ranks first among the Fraunhofer Institutes concerning headcount and revenues. As the main inventor of mp3 and co-inventor of the MPEG 4 AAC audio coding standard, Fraunhofer IIS has reached worldwide recognition.

It provides research services on contract basis and technology licensing. The research topics are: Audio and video source coding, multimedia realtime-systems, digital radio broadcasting and digital cinema systems, integrated circuits and sensor systems, design automation, wireless, wired and optical networks, localization and navigation, imaging systems and nanofocus X- ray technology, high-speed cameras, medical sensor solutions and supply chain services. The budget of more than 90 million Euro is mainly financed by projects from industry, the service sector and public authorities. Less than 25 percent of the budget is sub-sidized by federal and state funds.

The Fraunhofer IIS organization is part of the Fraunhofer-Gesellschaft, based in Munich, Germany. Fraunhofer-Gesellschaft is Europe's largest applied research organization and is partly funded by the German government. With over 18,000 employees worldwide, Fraunhofer-Gesellschaft is composed of 60 Institutes conducting research in a broad range of research areas.

For more information, contact moving-picture@iis.fraunhofer.de, or visit www.iis.fraunhofer.de.

About Cube-Tec International

Cube-Tec International is well known for its outstanding mastering, restoration and archive solutions in the audio domain for more than 15 years now. Furthermore, Cube-Tec offers state-of the art products for Content Verification and Process Automation in modern file-based workflows using reference and non-reference based quality assessment methods. New solutions for Media Archiving and Digital Cinema have recently complemented the range of Cube-Tec's products and services.

Fraunhofer Institute for Integrated Circuits IIS

Am Wolfsmantel 33
91058 Erlangen, Germany

Executive Director
Prof. Dr.-Ing. Heinz Gerhäuser
Director
Prof. Dr.-Ing. Günter Elst
Prof. Dr.-Ing. Albert Heuberger

Contact
Angela Raguse
Phone +49 9131 776 5105
Fax +49 9131 776 5109
angela.raguse@iis.fraunhofer.de

Public Relations
Marc Briele
Phone +49 9131 776-1630
Fax +49 9131 776-1649
presse@iis.fraunhofer.de
www.iis.fraunhofer.de

Press Release

**Erlangen/Las Vegas,
April 11, 2011**

DOBBIN, Cube-Tec's Media Rendering Farm provides distributed quality-controlled Process Automation for audiovisual content. In order to streamline and secure human-centric workflows in largescale media processing projects, Cube-Tec has developed a workgroup solution called Cube-Workflow. Being installed in over 100 facilities in 22 different countries, Cube-Tec's solutions are used by many of the world's most prestigious broadcast and archiving institutions which makes Cube-Tec the worldwide leading company in this niche market. Cube-Tec has licensed its technologies to companies like Adobe (for Premiere Pro), Steinberg Media Technologies, performs services for federal and governmental departments all over the world and has a long history in working in European R&D projects and with standardization bodies like SMPTE, AMWA and EBU.

**Fraunhofer Institute for
Integrated Circuits IIS**

Am Wolfsmantel 33
91058 Erlangen, Germany

Executive Director
Prof. Dr.-Ing. Heinz Gerhäuser
Director
Prof. Dr.-Ing. Günter Elst
Prof. Dr.-Ing. Albert Heuberger

Contact
Angela Raguse
Phone +49 9131 776 5105
Fax +49 9131 776 5109
angela.raguse@iis.fraunhofer.de

Public Relations
Marc Briele
Phone +49 9131 776-1630
Fax +49 9131 776-1649
presse@iis.fraunhofer.de
www.iis.fraunhofer.de