



For Immediate Release

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Smoke & Mirrors Standardizes on Digimetrics Aurora QC

London, UK (September 10, 2011) – Smoke & Mirrors, the original boutique post house, has standardized their file-based QC operations on Digimetrics Aurora, delivering the order to Digimetrics on the show floor of IBC 2011 in Amsterdam.

Aurora will be used to test incoming ingest and transcodes from AmberFin's iCR application, as well as analyze the video and audio frames for any artifacts, including field swaps, macroblocking and audio dropouts than could occur.

"Having designed the product for demanding environments, such as Smoke & Mirrors exacting post work, we are excited at the choice that one of the world's best post facilities has made in choosing us for their file-based QC needs," says Eric Carson, Business Unit Manager, Digimetrics.

"I have been personally impressed with the abilities of the Aurora system, and we honestly couldn't have chosen any other QC vendor for our needs. Digimetrics is quite simply, the best out there," says Mark Wildig, CTO of Smoke & Mirrors.

About Digimetrics

Digimetrics (www.digi-metrics.com), a business unit of DCA with over 20 years of experience in content analysis, is focused on the test & measurement of digital media, developing its innovative quality control products on the premise of adding trust to digital media. Aurora, their flagship no-reference file-based verifier for video, audio and metadata offers automated testing for video/audio artifacts, metadata limits and distribution constraints on nearly any format in existence today. They also offer Hydra Player, which is capable of playing audio, video and ancillary data in a frame-accurate manner from any file that Aurora can test.

About Smoke & Mirrors

Smoke & Mirrors (www.smoke-mirrors.com) is a highly creative and dedicated visual effects and post-production company, providing international excellence, innovation and expertise for the advertising, film and music video industries. Established in 1995 as the original post boutique, Smoke & Mirrors has since consistently delivered exciting, visually stimulating and contemporary work with offices located in London, New York and Shanghai.

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