

**For Immediate Release**

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## **Cube-Tec integrates Aurora QC into CubeWorkflow 2.0**

**Bremen, Germany (April 13, 2012)** – Digimetrics, the leading file-based QC tool provider for modern media organizations, has announced an OEM partnership with Cube-Tec International, which will integrate Digimetrics' Aurora QC suite into Cube-Tec's workflow solution.

Aurora, Digimetrics' flagship file-based QC product, provides a comprehensive test parameter portfolio for audio & video files, including distribution constraints, metadata tests and baseband quality metrics, with a particular focus on reducing false positives generated by alternative automated QC processes.

"Aurora was specifically designed with simple integration in mind, and we are pleased that Cube-Tec has chosen to integrate this technology into their innovative workflow platform. We are confident that the combination of these technologies will provide customers with actionable QC items that can lead to faster use of the media assets produced by the workflow," says **Eric Carson, Business Unit Manager** of Digimetrics.

**Jörg Houpert, Head of Technology** at Cube-Tec International added, "We are looking forward to include the best of breed QC engines in the market to CubeWorkflow's Quality Enrichment Engine. The Quality Enrichment Engine works one layer above a QC engine and can use complex additional semantic information to improve the achievable quality. This extra semantic layer is primarily important for QC parameters which cannot be unambiguous evaluated in a pure technical measurement.

### **About Digimetrics**

Digimetrics ([www.digi-metrics.com](http://www.digi-metrics.com)), is a business unit of DCA, Inc. that has been focused on delivering the best in file-based QC since 2008, using the latest technologies and innovative new developments. Their Aurora QC is used by modern media organizations, including major broadcasters, cable operators, VOD providers and post-production facilities around the world, and their Hydra Player provides a professional playback and review environment for every format that Aurora can test.

### **About Cube-Tec International**

Cube-Tec International ([www.Cube-Tec.com](http://www.Cube-Tec.com)) is well known for its outstanding mastering, restoration and archive solutions for professional audio. For more than 15 years Cube-Tec offers state-of the art products for content verification and process automation in modern file-based workflows using multiple quality evaluation methods. New solutions for moving image archiving and Digital Cinema have recently complemented the range of Cube-Tec's products and services.

Cube-Tec's products are in use at world leading media companies and renowned government archives. With installations in more than 100 media archives in 22 countries, Cube-Tec today is in a leading position in this market. Cube-Tec's technology is licensed to companies like Adobe and Steinberg Media Technologies. Cube-Tec is highly active in international standardization of media workflows at SMPTE, AMWA, EBU and others.

*See Cube-Tec at NAB N517*

*Cube-Tec will present its Quality Enrichment Engine at NAB 2012 as part of the future media service oriented architecture based on the emerging Framework of interoperable service (FIMS) architecture at the joint AMWA/EBU booth N517.*

*See Digimetrics at NAB N4918*

*Digimetrics will formally introduce Aurora 4.0 with Smart Templates, the simplest way to automatically assign test plans based upon the incoming file parameters, as well as Hydra Player Pro with SDI and HD-SDI playout from all file-based sources.*

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