

PRESS RELEASE

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Fraunhofer Digital Cinema Alliance Introduces the Integration of IMF in its New easyDCP 3.0 Version at IBC 2014

Amsterdam, September 12, 2014: IBC stand 8.B80 – The Fraunhofer Digital Cinema Alliance, leading provider of future-oriented solutions for an enhanced digital media and digital cinema workflow, is presenting easyDCP 3.0 at IBC 2014. Developed by Fraunhofer IIS, in addition to improved user guidance with enhanced drag & drop, this new version includes support for the Interoperable Master Format (IMF) format and significant advances in creating and checking subtitles.

With more than 1,000 licensees around the world, the easyDCP Software Suite for post-production has now secured its place on the market for the creation, playback and encryption of digital cinema packages (DCPs). The trend towards integration of the easyDCP functionality spectrum in post-production software offered by other companies is increasing; these include Blackmagic Design, Quantel and Drastic – companies that want to be able to offer their customers a convenient addition to DCP generation via a plug-in. This is all made possible by a software application programming interface (API) from the Fraunhofer team, which offers direct integration of DCPs into existing working environments via appropriate plug-ins.

IMF available as in and output format within easyDCP 3.0

After the first version of the new IMF format has run through SMPTE standardization, it will also be added to the scope of easyDCP's functions. IMF is a file-based solution to store high-quality image and audio data, as well as subtitles, in a uniform format – Interoperable Master Package (IMP). IMP is suitable for exchanging film material independently of manufacturers and devices and is intended to save both time and money by using file-based work steps only. IMP is used as a master/source package for generating a wide range of various distribution formats.

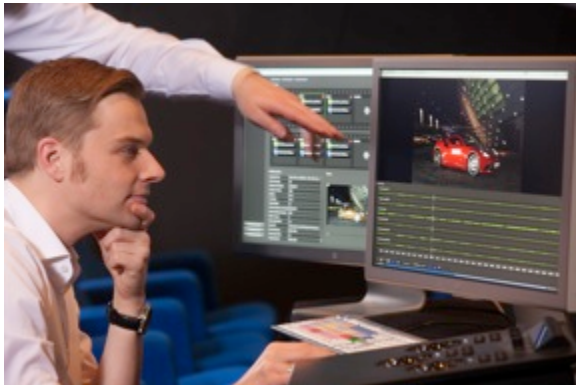
The IMF is intended particularly for data exchange between various post-production companies and for optimization of internal exchange.

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FRAUNHOFER INSTITUTE FOR INTEGRATED CIRCUITS IIS

Integration of the Fraunhofer IIS easyDCP software via plug-ins in the post-production software or environment of other manufacturers and companies

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About the Fraunhofer Digital Cinema Alliance

The Fraunhofer Digital Cinema Alliance consists of Fraunhofer IIS, Fraunhofer Heinrich Hertz Institute HHI, Fraunhofer IDMT and Fraunhofer FOKUS. The Alliance provides a network of deep expertise and intelligence for the development of scalable technologies and international standards that allow customers to stay ahead of the market. With the start of digitalization in the moving picture industry, these institutes joined forces in 2004 to offer R&D expertise with one face to the customer. The institutes are all well known in the industry for award-winning developments and standards like MP3, H.264, the DCI Compliance Test Plan for Digital Cinema, IOSONO, easyDCP software etc. In addition, they are contributing to ISO, SMPTE, ISDCF, EDCF.

The **Fraunhofer-Gesellschaft** is the leading organization for applied research in Europe. Its research activities are conducted by 67 institutes and research units at locations throughout Germany. The Fraunhofer-Gesellschaft employs a staff of more than 23,000, who work with an annual research budget totaling 2 billion euros.

Founded in 1985, **Fraunhofer Institute for Integrated Circuits IIS** in Erlangen, Germany, ranks first among the Fraunhofer Institutes concerning headcount and revenues. As the main inventor of mp3 and universally credited with the co-development of AAC audio coding standard, Fraunhofer IIS has reached worldwide recognition. In close cooperation with partners and clients the Institute provides research and development services in the following areas: Audio & Multimedia, Communications Systems, Energy Management, IC Design and Design Automation, Imaging System, Medical Technology, Non-destructive Testing, Positioning, Safety and Security Technology, Sensor Systems plus Supply Chain Management.

More than 830 employees conduct contract research for industry, the service sector and public authorities. Fraunhofer IIS with its headquarters in Erlangen, Germany, has further branches in Dresden, Fuerth, Nuremberg, Coburg, Deggendorf, Ilmenau, Wuerzburg, Bamberg and Waischenfeld. The budget of 108 million euros is mainly financed by projects. Less than 25 percent of the budget is subsidized by federal and state funds.

Detailed information on www.iis.fraunhofer.de.