



Press Contact
Eric Philpott
philpott | communications
(905) 773-6651
philpott@philpott.ca

PRESS RELEASE

* For Immediate Distribution *

Qube Cinema Unveils QubeMaster Xport at NAB *Complete Digital Cinema Mastering for Final Cut Studio*

NAB 2011, Booth # C10514A1

Las Vegas, NV: April 11, 2011 ... Qube Cinema is introducing QubeMaster Xport at NAB 2011 in Las Vegas, providing a full Digital Cinema Package (DCP) mastering solution for Final Cut Pro users. Qube will also present the product at the Final Cut Pro User Group's SuperMeet. Built on Qube's proven mastering technology, the QubeMaster Xport plug-in gives filmmakers, post houses, and pre-show content creators with a seamless workflow from editing through finishing and DCP mastering.

The most recent addition to the QubeMaster line of DCP mastering applications, QubeMaster Xport is a plug-in for Compressor 3.5. QubeMaster Xport utilizes a 64-bit encoding pipeline, critical for the computationally intensive JPEG2000 format. QubeMaster Xport's multi-threaded architecture takes full advantage of multi-core workstations and the software's XYZ color space conversion allows users to apply third-party and custom 3D LUTs to their files.

"The QubeMaster technology has delivered DCPs to thousands of theaters around the world," said Eric Bergez, director of sales and marketing at Qube Cinema, "but rather than having to buy expensive dedicated systems, QubeMaster Xport allows FCP users to work within the familiar Final Cut environment at a fraction of the cost."

Using QubeMaster Xport is as simple as sending a Final Cut sequence to Compressor. The artist can make full use of the Compressor feature set in creating their DCPs, including batch processing of user-defined DCP settings. QubeMaster Xport DCP settings can also be saved as Compressor Droplets, providing the ease and efficiency of drag-and-drop mastering of any sequence. All formats support by Final Cut Studio, such as ProRes, RED, XDCAM, DPX, TIFF and many others – including stereo 3D content – can be mastered to 2K and 4K Digital Cinema with QubeMaster Xport.

"This means that anyone who used Final Cut Studio will now have the means to finish, package and distribute DCPs," explained Bergez. "Because it works inside the Final Cut suite, QubeMaster Xport provides the final step in a complete postproduction pipeline. This puts Digital Cinema within reach of filmmakers and facilities."

Pricing and Availability

Pricing for QubeMaster Xport starts at \$799, which allows for encoding of 2K DCPs. Stereo 3D and 4K upgrade options are also available. Qube Cinema is offering competitive upgrades for QuVis Wraptor license holders.

QubeMaster Xport is available now for download from the Qube Cinema web site at <http://www.qubecinema.com/products/xport>. The download includes a fully functioning,

watermarked demo version to allow for testing before purchase. Support for QubeMaster Xport is available at <http://www.qubecinema.com/support>.

Qube Cinema will unveil a new KDM key generation system this June, which will allow QubeMaster Xport users to provide encrypted DCPs with secure exhibitor keys.

QubeMaster Xport is the most recent addition to the QubeMaster family of Digital Cinema mastering products. QubeMaster Pro is a comprehensive mastering system aimed at high-end post facilities and distribution service providers. QubeMaster Xpress is a user-friendly standalone Windows-based DCP mastering application.

Qube Cinema will present QubeMaster Xport at the Final Cut User Group SuperMeet at Bally's in Las Vegas on Tuesday, April 11 and at the Qube Cinema booth (#C10514A) in the 3D Pavilion in Central Hall during NAB at the Las Vegas Convention Center, April 11-14.

About Qube Cinema, Inc.

Qube Cinema, based in North Hollywood, CA, is an international manufacturer of Digital Cinema technology and mastering solutions. A subsidiary of Real Image Media Technologies, Qube Cinema draws on decades of experience in cinema and a leadership position in the transition from analog to digital technology. The company is committed to creating a seamless Digital Cinema environment for exhibitors, filmmakers and postproduction companies with DCI-compliant products that are flexible, reliable and highly cost-effective. Qube Cinema's product lines include the Qube XP-D and Qube XP-E servers, QubeMaster software solutions, Qube Keysmith KDM generation, and the new Qube Xi Integrated Media Block.

For more information, visit Qube Cinema at www.qubecinema.com.