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PRESS RELEASE

* For Immediate Distribution *

Qube Cinema Launches Qube KeySmith at NAB

Digital Cinema Key Management for Independent Producers and Post Facilities

NAB 2011, Booth # C10514A1

Las Vegas NV: April 12, 2011 ... Qube Cinema is demonstrating Qube KeySmith, its breakthrough digital key management and reporting application, at NAB 2011. Built on technologies proven in years of use by parent company Real Image, Qube KeySmith allows filmmakers, production companies and post houses to encrypt Digital Cinema content with Key Delivery Messages (KDMs) for exhibitors. As a result, a new generation of companies and facilities can now offer full Digital Cinema distribution services for anything from film festivals to full theatrical releases.

Key Delivery Messages are unique pass codes that allow the exhibitor to unlock and play back digital content on a specific server and projector, for a specific period of time. To ensure security, the KDM is encrypted and delivered to the exhibitor separately from the content itself. Creating the KDM requires the digital security credentials of the playback equipment as well as the show-booking schedule. Until now, independent producers have lacked the in-house tools to easily manage the data, the transactions and logistics this requires.

Qube KeySmith provides a means for Digital Cinema content producers and distributors to create their own databases, generate keys, distribute the keys via email or ftp, as well as monitor and log all activities. Qube KeySmith organizes all the essential information in customizable, fully searchable databases that drive the key management process:

- **The Content Database** holds all technical and descriptive details of each composition, as well as information about the time period of the engagement.
- **The Sites and Screens Database** provides country, location, time zone and contact information, as well as the Facility List Message (FLM), a list of equipment serial numbers and forensic mark IDs of the exhibitor's specific servers and projectors.
- **The Server Database** holds the information for the Trusted Device List (TDL), the manufacturer information and both Interop and SMPTE device certificates for the exhibitor's equipment.

Comprehensive reports provide details by composition, user and site, and may be used for auditing and billing.

"We've engineered a powerful and flexible solution for automating the creation of bulk KDMs for wide distributions of theatrical content," said Rajesh Ramachandram, chief technology officer of Qube Cinema, "and the user can just as easily generate small runs of keys cost-effectively for independent films, small theater circuits, film festivals or studio screening rooms." He continued, "Qube KeySmith leverages the same Real Image technology that is already generating thousands of KDMs every week."

Working with Qube KeySmith

The KeySmith software is installed on the facility's own secure network and features a web-based user interface with an easy learning curve. It is compatible with all mastering standards as well as DCI specifications for key generation and encryption.

The security issues associated with digital key management extend, of course, to personnel. Qube KeySmith provides separate access levels for different users of the software, so that the distribution service provider can ensure that all data will remain secure. Access categories for Qube KeySmith include Content Manager, Site Manager, Server Manager, Key Authorizer and Key Issuer, each of which can have user-defined privileges.

Eric Bergez, Qube director of sales and marketing noted, "Now the companies that digitally produce or package movies can also cost-effectively create the security keys in-house, without the expense and logistics of relying on a third party. This opens the door to a new business model and new sources of revenue for production and postproduction facilities."

"We have expanded our service organization and our 24/7 hotline for technical assistance," said Bergez. "Digital Cinema is still a technology in transition, for both producers and exhibitors. With teams of engineers based in North America, Europe and Asia, live help is always available whenever it's needed."

Qube Keysmith is available now worldwide. Qube Cinema is demonstrating the software in the 3D Pavilion at NAB, April 11-14 in Las Vegas, at the Las Vegas Convention Center, Booth # C10514A1.

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 www.qubecinema.com.