

Masstech to have larger display of Media Asset Management solutions at Cabsat 2012

Middle Eastern broadcasters looking to upgrade their file-based workflows for operational efficiencies and reduced costs can choose from Masstech's wider range of media asset management solutions this year

Cabsat stand S2-E42

Toronto, Ontario, Canada – 30 November 2011 – To satisfy burgeoning demand for workflow solutions in the Middle East and its growing customer base in the UAE, Masstech will showcase a wider range of streamlined Media Asset Management (MAM) products and HQS technology (high quality & speed) at Cabsat 2012 in Dubai from 28 February to 1 March.

Masstech is promoting its expanded range of products at the exhibition on the back of its rapid growth and success in the Middle East.

Masstech will demonstrate the capabilities of TOPAZ+XT version 7.5.1 and Emerald version 7.5LE for broadcast, news, sports, post production and digital archiving workflows, and its complete integration with AP's ENPS and Avid's iNEWS systems.

Emerald v7.5LE makes LTO tape archiving, HQS transcoding and content management more widely accessible to the Middle Eastern broadcast market. Emerald digitally preserves precious footage using efficient file based archiving where scaling is not required. Integrating to various end-points including video servers and NLE's, Emerald digitally preserve valuable stories and content with all-compassing features such as broadcast HSM for LTO tape archiving, 'MOS' interface to iNEWS and AP-ENPS, unlimited Storage with no License fees for Tape or Disk and built-in interfaces for Avid Interplay and Apple FCP.

TOPAZ+XT v7.5.1 is the industry leading media asset management system that consolidates preparation, production and playout operations. TOPAZ starts as a streamlined entry-level solution and scales to fully redundant enterprise systems with rich features such as site licensed XT extended tools for ingest and virtual editing, built-in interfaces for Avid Interplay and Apple FCP, a media framework with over 150 interfaces, built-in broadcast HSM and HQS transcode engine with complete blade library for interoperability.

Masstech's advanced digital archiving systems are the industry's first and only solution that support MOS protocol by fully integrating AP's ENPS and Avid's iNEWS system with workflow automation. Both Emerald and TOPAZ integrate tightly into popular newsroom computer systems via MOS protocol. Using the iNEWS and AP-ENPS interfaces, newsroom staff can research archived content, search slugs linked to video archives, browse archived content, and quickly make shot selections for production purposes without moving from their desk.

Brad Redwood, Vice President International Sales and Marketing at Masstech said: "According to an online resource (*Asia Today*), demand for Arabic content is on the rise, and content production is fuelling the need for workflow solutions in the Middle East. When more content is produced, it needs to be managed and stored. The Middle East is now home to more than 400 free-to-air television channels. There are more than 14,000 hours of Arabic television programming every day."

“We’re committed to helping companies in the Middle East accelerate their migration from tape to digital archiving, as we continue to expand our footprint in this part of the world. Masstech’s affordable file based workflow offers a scalable open platform MAM with interfaces to multiple broadcast components, which can also support future expansion in their broadcast infrastructure.”

Cabsat visitors will be able to see and learn about Masstech’s streamlined MAM all-in-one common platform, HQS transcoding and extended tools for News, Production, Program Preparation and Digital Archiving. Visit Masstech’s booth at **Cabsat stand S2-E42**

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About Masstech Group

Masstech is the leading provider of powerful tools for media asset management, HQS high-speed transcoding and bridging workflows for the media and entertainment industry. We innovate cost-effective products that transform workflow processes and dynamically boost productivity for major broadcasters, international television networks, news channels, cable, and production houses. The Masstech MAM suite offers powerful tools in high-speed transcoding, logging, ingestion, annotation, cataloguing, storage, retrieval and distribution of media assets. Masstech eliminates interoperability issues with sleek proprietary technology that bridges production, transmission and archiving. Our iconic products EMERALD, TOPAZ, TOPAZ+XT, SAPPHIRE, COBALT, CATCHBLUE and IRIS integrate seamlessly into broadcasting and non-linear editing systems, without third party middleware. In keeping pace with the challenges of today’s evolving ecosystem, we watch, analyze and adapt to our customers’ needs. Masstech’s distinctive products are inspired by experience and innovation. We define the realm of file-based broadcast technology, combining beauty, strength, killer speed and efficiency that embrace the future of new media. Experience Matters. For more information visit <http://www.masstech.com>