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For Immediate Release

EMOTION ENGINES INTEGRATES PURE AND DIGICRANK TECHNOLOGY WITH QUANTEL AT IBC

Amsterdam, 10-15 September 2009, stand 8.A28B: eMotion engines and Quantel have entered into a strategic partnership agreement to provide users of Quantel's Pablo, iQ and eQ products with eMotion engines' Pure and DigiCrank noise reduction, restoration and slow motion technology.

Pure and DigiCrank are software applications running on Windows XP that integrate with Quantel workstations via the company's award winning open Genetic Engineering technology. The file-based workflow leverages the openness of Quantel's Sam and soft-Sam data servers, enabling transparent access to the Quantel media store for third party systems.

"As the world of digital acquisition and scan-once workflow gathers increasing momentum, our customers are increasingly asking for noise reduction and speed change technology to be closely available in their Quantel suites," says Steve Owen, Quantel Director of Marketing. "This partnership demonstrates our continuing commitment to providing our customers with the most comprehensive toolsets within their Quantel environment."

Quantel users have reacted favorably to the partnership. "Pure is probably the best tool I've used for degrading," says seasoned Pablo operator Alison Andoos. "This partnership will significantly enhance Pablo's already powerful capabilities."

Says David Bush at the coincidentally named E-Motion facility in Genoa: "The eMotion engines capabilities are extremely complementary to our 4 Red One cameras and Pablo 4K stereo 3D system. The partnership is very welcome as we are committed to giving our clients the best possible results. I also used DigiCrank to

retime several 4K shots for a big budget bollywood movie and the results were stunning.”

In addition to noise reduction and high performance re-timing, the applications also provide networked assist tools for dust-busting, de-flicker, stabilise, and a fully featured 2K and 4K DPX viewer.

“The eMotion technology is based on Academy award-winning Motion Estimation Algorithms and provides the highest quality image processing for resolutions from SD to 4K and beyond,” explains MC Patel, eMotion engines CEO. “We are honored that Quantel, after extensive evaluations, has chosen eMotion engines as its partner for the company’s industry-leading solutions.”

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About eMotion engines

eMotion engines is a dynamic company with a cutting edge motion estimation technology developed by a highly talented and recognised academic team that is supported by a proven go-to-market business team which has an outstanding track record of success in the media technology industry. The eMotion mission is to apply this core technology to provide a focussed range of solutions (involving spatial and temporal processing of moving images) that are built around a core set of values - highest picture quality, easy to use and cost effective. For more information visit www.emotionengines.tv

About Quantel

Quantel is a world-leading developer of innovative, high performance content creation and delivery systems across post, broadcast and DI. Quantel’s product range includes: multi-resolution finishing systems; award-winning color correction solutions; stereoscopic 3D post systems and integrated news and sports production systems. They all deliver the creative, productive and profitable workflows that give post houses and broadcasters the edge they need to thrive and grow in today’s highly competitive global media market. For more information visit www.quantel.com