

RE:FINE UNVEILS THE RE:FINERY WITH A NEW DEAL WITH T3 MEDIA Pioneering bulk ingest tape converter goes mass market

London, August 30th 2012:

Content processing and re-purposing business **re:fine**, has launched the digital re:finery, a system that automates the process of digitising large tape libraries at a fraction of the cost of standard digitisation systems. The announcement was made today by re:fine chairman Symon Roue.

The re:finery has been beta tested for the last 12 months by several major broadcasters, distributors and archive specialists, during which time it has digitised around 75,000 hours of content.

The robotic, fully-automated system uses highly robust playout technology and re:fine's own orchestration software to manage the conversion of tape into files.

It is now launching to the mass market with a new deal with T3 Media(formerly Thought Equity Motion), a leading provider of cloud-based video management and licensing services.

T3Media is leveraging the re:finery to establish a high-quality, rapid content ingest network to support the video management and delivery needs of major European media companies.

The re:finery can convert 300 hours of tape a day into any mezzanine format, including Apple Pro Res, MXF, AVC Intra and DNx. It works with all SD and HD tape formats, and can be left unattended for up to 24 hours, thus minimising labour requirements and significantly lowering costs.

Roue said: "Tape libraries are degrading rapidly making format migration an imperative if irreplaceable content is not to be lost forever. Added to that, a lot of potentially valuable content is locked up on videotape and cannot be exploited without being digitised. In the past, content owners and archives have struggled with the prohibitively high cost of digitisation, but the re:finery breaks through the price barrier. And, because of its low cost, it also makes longer tail content deals possible."

With digital revenues growing exponentially, access to valuable back catalogues has never been more important.

Roue added: "For many of the major media players, digital is no longer an emerging business generating a few pennies here and there, but an increasingly powerful revenue generator. By providing a solution to the cost-time issues that have traditionally been associated with tape-to-file conversion, the re:finery can help move the industry to the next level."

Operators are required only to load the system with the videotapes to be converted and to select the delivery recipient. Robotic arms then take over, feeding the tapes into video decks, where servers record the output and create mezzanine digital files. These are converted into any file type required — a process known as

transcoding — before being delivered digitally or stored on re:fine's 5PetaByte Sony Petasite, a massive data back-up unit capable of holding around 250,000 hours of TV programming.

About re:fine

re:fine provides cost effective media asset management solutions to broadcasters, production companies, TV distributors and multichannel operators.

re:fine's state-of-the-art, automated, content-management system controls the entire content flow, from ingest through digital archiving to multiplatform content streaming and playout.

re:fine's media management solutions are supported by superior infrastructure, connectivity and flexible customer service.

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