



For Immediate Release

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DCA partners with IRT for MXF Analysis in Aurora

Cushing, OK (September 11, 2009) – Doug Carson & Associates, Inc. (DCA) and IRT today announce a partnership designed to integrate IRT's world-class MXF analysis software engine into DCA's Aurora automated, file-based stream verifier.

IRT (Institut für Rundfunktechnik), developed their MXF Analyzer based on broadcaster needs in Europe, and the product has become well-known for its' reliability in determining issues with MXF containers for audio & video streams.

"MXF containers provide an excellent method for transporting content throughout the broadcast chain, by providing integration for the content and the metadata. However, the compatibility of MXF files has been found suspect by differing implementations, and the need for verification has become essential," remarks Eric Carson, product manager for Aurora.

DCA customers will benefit from this integration by having the high-quality IRT MXF analysis available in the Aurora automated verifier infrastructure, which is designed for high-volume verification of simultaneous file-based streams in a post-production, broadcast ingestion or authoring environment.

About DCA, Inc.

DCA, Inc., (<http://www.dcainc.com>) comes to the digital video industry with over 20 years of experience in signal processing and content analysis for optical media. DCA's flagship verifier, Aurora, provides automated verification for file-based video and audio streams, designed for a wide variety of content in high-volume environments. Additionally, DCA offers a Blu-ray Video Verifier for customers preparing content for distribution on the Blu-ray disc format.

About IRT (Institut für Rundfunktechnik)

With its head offices in Munich, the IRT supports broadcasting on a national and international scale with its spectrum of services. Its associates are the broadcasting companies ARD, ZDF, DRadio, ORF, and SRG/SSR. The IRT is also cooperating with numerous clients from the broadcasting, media, communications and information technology industries as well as various research institutions and academies. Since its foundation in 1956, the IRT has been committed to preserving broadcasting and

accompanying the adjustment of the broadcasting idea to new market environments and requirements.

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