



**For Immediate Release**

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### **Digimetrics supplies PLAZAMEDIA with file-based QC solutions**

**Ismaning, Germany (September 11, 2011)** – Digimetrics was chosen as the provider of file-based QC with their Aurora product for PLAZAMEDIA GmbH, delivering the order via Digimetrics' reseller Juergen Firsching of dve on the show floor of IBC 2011.

PLAZAMEDIA specifically chose Aurora for the high degree of metadata testing available in the product, as well as the enhanced capabilities in visual artifact detection, such as macroblocking, digital tape hits/dropouts and true dropped frames, which allows the product to separate black frames that are normal in a production from black frames caused by an encoder problem.

"The reputation of Aurora has a high quality QC engine speaks for itself, but it is quite fulfilling to have such a reputable service provider as PLAZAMEDIA recognize the capabilities of the product and the company," says Eric Carson, Business Unit Manager, Digimetrics.

#### **About Digimetrics**

Digimetrics ([www.digi-metrics.com](http://www.digi-metrics.com)), a business unit of DCA with over 20 years of experience in content analysis, is focused on the test & measurement of digital media, developing its innovative quality control products on the premise of adding trust to digital media. Aurora, their flagship no-reference file-based verifier for video, audio and metadata offers automated testing for video/audio artifacts, metadata limits and distribution constraints on nearly any format in existence today. They also offer Hydra Player, which is capable of playing audio, video and ancillary data in a frame-accurate manner from any file that Aurora can test.

#### **About PLAZAMEDIA GmbH**

PLAZAMEDIA GmbH, part of Constantin Medien AG, is an established full-service provider for TV and new media as well as one of the leading producers of sports TV in the German-speaking world. Based in Ismaning, near Munich, Germany, the company produces, among other things, domestic and international football, basketball, boxing and Formula 1 as well as European and world championships in a variety of sports on behalf of TV broadcasters and rights owners. As well as Sky, LIGA total!, SPORT1, Deutsche Telekom and Walt Disney Television International, its customers include ARD, ZDF, RTL, ProSieben, SAT.1 or Eurosport as well as other national and international companies. Together with its subsidiaries PLAZAMEDIA Austria Ges.m.b.H and PLAZAMEDIA Swiss AG, PLAZAMEDIA GmbH offers comprehensive services in the fields of OB production, broadcasting, new media, studio and postproduction as well as consulting from a single source.

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