



For Immediate Release

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Sony PCL Chooses Digimetrics Aurora QC

Tokyo, Japan (September 12, 2011) – Sony PCL of Japan chose the 2011 IBC Show in Amsterdam as the venue to choose Digimetrics Aurora QC for their next generation file-based QC build-out, delivering the order via Digimetrics' reseller, Kohei Aoki of DPSJ.

Aurora's file-based QC abilities will be used to test the ingest and transcode processes at Sony PCL, specifically looking for visual artifacts that normally would require human eyes to detect, such as film tears, digital tape hits/dropouts and other noise based problems.

"The work we have done on greatly enhancing the abilities of automated QC for visual artifact detection keeps us at the forefront of the industry, and Sony PCL's choice reinforces our decision to continue to reinvest in our innovative R&D," says Eric Carson, Business Unit Manager, Digimetrics.

About Digimetrics

Digimetrics (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 Sony PCL

Sony PCL (www.sonypcl.jp) is the leading facility in Japan for Content Production, Digital Post and Packaged Media work. Headquartered in Tokyo, and part of Sony Corporation since 1970, Sony PCL is positioned as a partner to help realize customer needs, with a reputation earned through creativity on content creation with a variety of media.

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