

## 9/12/2008 -- QuVIS Releases DCP Authoring Capability for Final Cut Studio

TOPEKA, KS - September 12, 2008 - QuVIS announces the highly anticipated release of QuVIS Wraptor, a new Digital Cinema mastering plug-in for Final Cut Studio. Wraptor provides the ability to transcode a high-quality 2K or HD Final Cut Studio project into an industry-compliant DCI JPEG2000 Digital Cinema Package (DCP).

'Wraptor completely changes the landscape of Digital Cinema mastering by enabling Final Cut Studio users, the world's largest installed base of commercial and independent content producers, to output their content directly into a Digital Cinema distribution format,' Michael Paulson, QuVIS COO said. 'One of the great benefits of Wraptor is that independent film producers, advertisers, and media professionals all benefit from the significantly lower content production costs that Final Cut Studio and Wraptor provide compared with other single-purpose DCP mastering solutions.'

Mastering content for Digital Cinema can cost upwards of \$20K per feature. For only \$699, Wraptor upends the typical cost structure associated with Digital Cinema processing services. Content producers who are required to submit their compositions in the Digital Cinema distribution format for film festivals, industry award events, Digital Cinema advertising, and other digital exhibition venues, will all benefit from this exciting new capability.

QuVIS has deployed commercialized Digital Cinema hardware and software solutions since the 90's when QuVIS servers were selected for the very first Digital Cinema trials. QuVIS has consistently set the bar for this industry with many technical innovations and firsts. QuVIS was the first server company to develop a commercial wavelet compression technology, the first to demonstrate 2K extraction from 4K, the first to develop a single 3D playback server, the first to develop 3D real-time mastering, the first to develop true real-time DCI JP2K record, the first to develop a 4K playback server, and the first to offer 16 channels of audio. Wraptor continues that pioneering spirit by providing a software implementation of the mastering technology in our innovative high-end mastering server, the QuVIS Acuity'.

QuVIS will be present and demonstrate Wraptor at the inaugural IBC FCPUG SuperMeet in Amsterdam on September 14th. Wraptor will be commercially available for purchase and download from the QuVIS website, [www.quvis.com](http://www.quvis.com), on Monday (12:00pm CDT), September 15, 2008.