

# QuVIS announces integration of Wraptor DCP generator into Adobe's Professional Video Tools

**Topeka KS – April 3, 2014** - QuVIS Technologies today announced the integration of the QuVIS Wraptor DCP encoder in the next update to Adobe® Media Encoder CC and directly accessible from Adobe Premiere® Pro CC. Company officials will demonstrate the capability of the Wraptor Media Encoder integration at NAB 2014. The new integration will provide Adobe Creative Cloud™ members with the ability to easily create Digital Cinema Packages (DCPs) for distribution and archiving.

With the new integration, editors, filmmakers, broadcasters, and other video content creators will be able to output unencrypted DCPs from Adobe Media Encoder at resolutions up to 2K. Users who need to generate 4K, or stereo 3D content can purchase additional modules.

“DCPs offer a unique solution for delivering and storing ultra-high quality content, said Kenbe Goertzen, QuVIS CTO. “We see this integration with Adobe as a significant step toward bringing DCPs beyond theatrical movie distribution and into the mainstream. We believe that over the next 12 months DCPs will be used more and more widely for dailies, independent distribution, archive, and other applications.

The primary benefit that this current offering will bring to post production is easy support of high resolution, high fidelity and high dynamic range content in the DCP standard format, while employing advanced encoding technologies which enables DCPs of significantly smaller size, or higher perceived quality than has previously been available.

QuVIS also offers a software-based DCP player, allowing DCPs to be played without a high cost theatrical digital cinema player and projector so users can easily preview and play back DCPs they produce.

“Adobe is committed to putting the most advanced apps into the hands of its Creative Cloud members,” said Simon Williams, director of strategic relations at Adobe. “Working with QuVIS to extend the capabilities of Adobe Media Encoder ensures that our customers using Adobe Premiere® Pro CC, After Effects® CC, and Photoshop® CC can export video content into the DCP format.”

The new QuVIS Wraptor DCP integration will be available soon as part of the upcoming Creative Cloud updates.

## **Adobe at NAB**

At NAB 2014, Adobe is announcing plans to significantly update all the video apps in Adobe Creative Cloud™. These new major updates and innovations, expected to ship in the first half of the year, include [Adobe Premiere Pro CC](#) and [Adobe After Effects® CC](#) and are designed to make everyday tasks easier and faster enabling video professionals to create stunning videos, TV shows, films and commercials more efficiently. Adobe is also revealing new features for [Adobe Anywhere](#), the collaborative workflow platform that empowers enterprise broadcast companies with distributed teams, using Adobe professional video apps, to work together as they access and manage centralized media and assets across virtually any network. See Adobe at NAB in Booth SL3910. Learn more at: <http://adobe.ly/1hucPrO>

## **About QuVIS**

QuVIS Technologies provides Independent Filmmakers with DCP software and services to create affordable, studio-quality Digital Cinema Packages. QuVIS released a software-based DCP Player in 2013, enabling filmmakers to create and play a DCP without leaving their studio. For nearly two decades, QuVIS has invented technology to store and move vast amounts of image data with extraordinary quality. QuVIS has a number of patents related to ultra high quality image storage, communication and compression. QuVIS Quality Priority Encoding (QPE™) optimizes wavelet based data compression, to provide the highest quality and efficiency possible. QuVIS products have been trusted by more than 2,000 customers for digital image acquisition, mastering and cinema playback including NASA, Pixar, Universal, Paramount, Sony/Columbia Pictures, Fox, Miramax, Lucas Films, Warner Brothers, Lightstorm, DreamWorks and many others. Visit QuVIS online at <http://www.quvis.com>.

## **Press Contact**

Keith Doughty  
VP Sales  
QuVIS  
781 910 6035  
[kdoughty@quvis.com](mailto:kdoughty@quvis.com)