

Marquise Technologies to offer IMF Media Management

Geneva, Switzerland – Swiss-based developer of high-end solutions for post-production Marquise Technologies announced today a collaboration with IMC Technologies in order to develop a disruptive media asset management platform supporting IMF and other complex packages.

IMF, the Interoperable Master Format has become a reality for exchanging high-end content in the past years, mostly for 4K UHD and HDR productions between big studios and premium OTTs.

Marquise Technologies, at the forefront of this technology since its early beginnings, is offering a complete IMF processing workflow with the mastering system MIST, which is already used in North America for delivering content to Netflix, ICE a reference player for Quality Control and a transcoding server, TORNADO.

There was however a break to the massive spread out of IMF as format of choice for the exchanges between industry professionals: how to manage these complex packages, constituted of assets and metadata files, and not recognized by traditional MAMs. This time is over, with the co-development with IMC Technologies, a specialist of Media Asset Management solutions, of an avant-garde content manager system, able not only to store and retrieve IMF packages, but also associated metadata, version files, DCP or any other file format.

“Managing IMF content was the missing link in the expansion of dematerialized exchanges. This gap is now filled, thanks to the pooling of the expertise and strengths of both companies” says Laurence Stoll, CEO of Marquise Technologies.

“IMF has become the international standard format for file based exchange of cinema and video content. Every actor within the delivery chain must be prepared with the right media management tools to best take advantage of the benefits offered by this format” says Georges Nakhle, Managing Director of IMC Technologies Inc.

IMC Technologies and Marquise Technologies will showcase previews of their new IMF content manager solution at IBC 2016, booth 7.H03

About Marquise

About IMC

IMC Technologies is a Swiss company specialized on **software development and system integration** for the **Broadcast and Sport market** around the world. IMC’s product line offers professional end-to-end solutions to efficiently capture, edit, transcode, manage, archive

and deliver high end quality video in a collaborative workflow environment. Building on relationships with leading technological partners, IMC supplies versatile and complete scalable solution for today's content creators, international sport federations and broadcasters.

For more information about IMC Technologies please visit: www.incite-tech.com