

## **Marquis Announces Medway Support for Konan Digital's DigitalArc MAM Systems**

**Berkshire, United Kingdom and Glendale, California, March 6, 2006** - [www.marquisbroadcast.com](http://www.marquisbroadcast.com): Marquis Broadcast, specialist in broadcast workflow operations and software solutions, announced today a major leap towards true end-to-end interoperability of broadcast workflow systems, enhancing its Medway media exchange solution by adding support for the KONAN DigitalArc series of componentized media asset management (MAM) solutions from Konan Digital.

Konan Digital Inc., a leading MAM provider to the broadcast, corporate enterprise and content creation markets, and Marquis Broadcast will showcase the benefits of this new functionality in live demonstrations at NAB 2006 (April 24-26, 2006 in Las Vegas), at the Konan Digital booth SL1835.

Marquis and Konan Digital have successfully integrated and tested these new capabilities in several multi-vendor broadcast and production environments, using Medway to seamlessly transfer media files between the DigitalArc MAM solutions and other manufacturers' broadcasting systems. The tests were conducted using a range of files formats and protocol standards, including MXF, AAF and OMF, as well as Konan Digital EDLs.

"By extending Medway's support to complementary 'best of breed' products like KONAN DigitalArc, Marquis enables broadcasters to implement standards-based, vendor and format-agnostic systems, confident in the knowledge that their digital workflows will operate effectively without compatibility issues," said Granby Patrick, CEO, Marquis Broadcast.

"Despite the increasing adoption of open standards, there are still bottlenecks in digital workflows when broadcasters use equipment from multiple manufacturers," added Richard Eberhart, vice president of Americas/Europe for Konan Digital. "Using Medway as a media exchange highway, broadcasters will now be able to benefit from our MAM solutions operating within a tightly integrated broadcasting environment using a range of diverse systems."

Broadcasters are no longer "locked-in" to proprietary systems in order to achieve end-to-end interoperability. Medway manages both media files and their associated metadata in a format-independent manner, enabling media to be exchanged and utilized seamlessly by components across the entire range of broadcast equipment, from ingest servers to emission – eliminating unnecessary format conversions and overcoming the restrictions of a single-source environment.

The KONAN DigitalArc for News, Production and Archive represent the latest in MAM technology design, incorporating open standards architecture to broaden third party compatibility while eliminating interoperability issues, a scalable componentized architecture that grows as user requirements grow, and the ability to seamlessly integrate and enhance existing workflow environments. The KONAN DigitalArc components allow broadcasters to either replace the entire infrastructure all at once with a fully file-based digital MAM-centric environment or to integrate one or more stand-alone DigitalArc components to improve specific workflow processes used to manage the complete life cycle of assets.

Format independent, with flexible APIs and broadcast-centric functionality for rapid integration, Medway and KONAN DigitalArc combine to give broadcasters the tools to build facilities that realize both the technological and economic benefits driven by open standards based interoperability.

**About Marquis Broadcast**

Marquis is a leading specialist in the identification, design and implementation of new workflow practices in the broadcasting industry. Marquis has also developed a range of software tools for project management and systems integration to ensure customers achieve maximum efficiency and cost effectiveness in their broadcasting operations. [www.marquisbroadcast.com](http://www.marquisbroadcast.com).

**About Konan Digital Inc.**

Konan Digital is a leading provider of dedicated and focused Media Asset Management (MAM) technologies in the world today. Our products represent the next generation of MAM technologies and are designed to be lightweight, platform agnostic and standards based. KONAN DigitalArc is comprised of a series of interoperable components that seamlessly integrate to form a fully file-based enterprise environment or independent components open to integration into existing systems. Konan has distinguished itself as a thought leader in the digital media sector and proudly holds numerous technology patents, including an MPEG-7 International Standard. The company maintains its international headquarters in Glendale, California, with offices in San Mateo, California; London, England; and Seoul, Korea. For more information, visit <http://www.konandigital.com>.

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