

**FOR IMMEDIATE RELEASE****MEDIA CONTACT:**

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**Minnetonka Audio Slates IBC for Next Gen ATS & Dolby E Advancements***Company demos new reference loudness control solution along with new product releases*

MINNETONKA, MN - Minnetonka Audio Software, Incorporated, a leader in production software for motion picture, broadcast surround sound and consumer electronics applications, will be exhibiting at the upcoming International Broadcasters Convention, demonstrating new versions of several of their key products.

Updated loudness control and quality control (QC) technology for file-based audio will be featured with the 2.0 release of AudioTools Server™, a no-charge upgrade for AudioCare subscribers. An already mature problem solver at national and private facilities worldwide, ATS 2.0 adds load balancing and frame rate conversion plus smart MML/STL processing. Minnetonka Audio's TruCorrect™ smart loudness processing eliminates perceived loudness changes and degraded intelligibility associated with traditional methods of correcting content containing extreme dynamic range.

The benchmark measurement algorithm, Dolby Dialogue Intelligence™, has been integrated in the 2.0 AudioTools Loudness Measurement module. This industry reference measurement approach provides dialog anchoring as a dynamically chosen option within ATS workflows based on the actual content. MXF processing performance has also been enhanced, along with True Peak measurement via Accelerated TruPeak™, which also uses the actual content to determine whether a True Peak measurement is required.

The addition of two new utilities, a unified Queue Control and a Job Wizard client application, round out the improvements to the 2.0 release of AudioTools Server. The new Queue Control is a global administration application that allows the operator to load, execute and monitor jobs and workflows. It also eases oversight of multi-node management and load balancing. The new Job Wizard utility makes the myriad capabilities of AudioTools Server more approachable with an uncomplicated user interface. The Job Wizard significantly simplifies the creation of new jobs and job templates.

At IBC 2012, Minnetonka Audio will also feature the latest SurCode software releases, including SurCode for Dolby E Stream Player 2.0 which was purpose-built for Apple's Final Cut Pro, and SurCode for Dolby E Encoder and Decoder version 2.1. Broad support for Avid's product line, including Pro Tools, NewsCutter, Media Composer and Symphony, is a key feature of the new SurCode Encoder/Decoder release.

Minnetonka Audio will be demonstrating the new AudioTools Server and SurCode for Dolby E at the upcoming IBC convention, September 7th through the 11th. For in-depth information on all of Minnetonka Audio's encoding, measurement, QC and loudness control solutions for media production and post, visit stand #7.G43 at IBC, head to [minnetonkaaudio.com](http://minnetonkaaudio.com) on the web, or call Minnetonka Audio at 1-952-449-6481 or 49-2162-1062622.

### **About Minnetonka Audio Software**

An award winning solutions provider for motion picture, video, broadcast, game, and optical disc production, Minnetonka Audio Software creates essential technology for top media professionals around the world. Their SurCode, discWelder and revolutionary AudioTools Server product lines broadly support the CD, DVD, BD and international DTV standards, and represent the definitive leader in OEM audio codec solutions as well as file-based QC and loudness control. Based in Minnetonka, Minnesota and spanning over two decades of operation, Minnetonka Audio Software, Inc. has a subsidiary in Germany in addition to an international network of distributors and channel partners who share their commitment to quality and service.

AudioTools Server, ATS, Accelerated TruPeak, TruCorrect, SurCode, discWelder and the Minnetonka Audio Software logo are trademarks of Minnetonka Audio Software, Incorporated. All other company and product names are trademarks of their respective owners.