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## **Minnetonka Audio Software Adds AmberFin As OEM Partner**

*SurCode™ for Dolby® Digital OEM Module Available for iCR*

Las Vegas, Nevada- April 20th, 2009 - Minnetonka Audio Software announces AmberFin as a new OEM partner with the implementation of SurCode for Dolby Digital as an integrated solution for AmberFin's iCR software application.

"We are excited to add AmberFin and an OEM partner and to play a part in expanding their iCR software application with the addition of SurCode for Dolby Digital," says Steve Clarke, Director of Channel and OEM Sales at Minnetonka Audio Software.

AmberFin's iCR software delivers superior image quality for HD/SD ingest, video conversion and transcoding through its multiple Emmy award-winning image processing techniques. AmberFin's leading integrated quality control (QC), automation, asset management and tight integration with industry standard storage also offers a unique path for content owners and partners looking to reduce the costs associated with managing and distributing media for multiple revenue-generating platforms.

Jay Batista, AmberFin's President, Americas, said, "SurCode for Dolby Digital is a key addition because it is the internationally recognized standard for audio. It will make our toolkit much more powerful and useful to our clients worldwide."

AmberFin will be exhibiting on stand SU4323 at the NAB Show in Las Vegas from April 20-23, 2009 and will be available to demonstrate iCR 4.5 and illustrate how it plays a key role in the digitization and repurposing of content for market-leading companies including Sony, NBA, Turner Broadcasting, BT, Channel 4, RTM and Warner Brothers.

**About Minnetonka Audio Software (MASI):** Minnetonka Audio Software is an award winning solutions provider for video, broadcast, games, and CD/DVD production. SurCode, discWelder and AudioTools AWE provide must have technology for top professionals around the world. Supported codecs include Dolby E, Dolby Digital, Dolby Pro Logic II, DTS, DTS-HD and MLP formats. Spanning over two decades and based in Minnetonka, Minnesota, Minnetonka Audio Software, Inc. has offices in Texas and a subsidiary in Germany in addition to an international network of distributors and channel partners who share our commitment to quality and service.

### **About AmberFin**

AmberFin enables content owners to maximize the value of their TV, film and video content, from capture through to distribution, while increasing revenues, reducing costs, saving time and eliminating incompatibility issues. AmberFin iCR, with four-time Emmy-award winning technology, plays a key role in turning the content that owners have into the content their customers want. As an open standard, future proof platform that digitizes and transforms new and archived content, AmberFin iCR delivers the best quality pictures at smaller file sizes across multiple delivery platforms, including the Internet, VoD, TV, mobile and other small screen devices. AmberFin already has 100s of iCR systems in the field, and is trusted by some of the world's most prestigious companies including Sony, NBA, Turner Broadcasting, BT, Channel 4, RTM and Warner Brothers, managing the digitization and repurposing of their content.

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