

Press Release

AndCubed

For Immediate Release

3rd September 2009

Begins

New “Super Group” Consultancy formed.

A new consultancy partnership, AndCubed LLP, has been created drawing on the wide range of skills and experience of several well-known figures in the Broadcast and Media Industries, covering everything from Digital Cinema through to the Internet and all aspects of Radio and Television broadcasting.

Those involved in content production and delivery are well aware of the black hole that has formed in recent decades through the loss of many years of experience and best practice from the industry. Many organisations even if they do have the expertise may not have the bandwidth in-house to fully understand all aspects of current projects let alone plan the future strategy their companies may need to follow with the introduction of new equipment or technology and the corresponding changes to working practices.

AndCubed was formed to help fill this hole through the recognition by its founders of the untapped resource of independent experts that regularly met at business and social events. The lack of good quality, independent advice for the industry is an often discussed topic, so a few decided that the many hundreds of man years experience and know-how present at these events offered the perfect solution. Harnessing this vast pool of likeminded people with expertise and experience available in virtually all areas of media technology and practice, the company can provide advice and assistance to all needs – from a few hours industry update through to providing a multi discipline team to help your company develop a strategy to implement the latest technology or working practice.

Commenting on the new company, Founding Partner Roland Brown said, “A major differentiator for working with AndCubed is that we understand the needs of programme makers. AndCubed wants to empower programme makers to concentrate on the telling of their story by providing expertise to allow an informed choice of how a programme is made and delivered based on business needs and not just the latest technology hype. Equally, for programme delivery organisations, we can help to identify the total cost of ownership for your business solutions allowing you visibility of real rates of return for your given mode of operation.”

“Most existing consultancies tend to have either in-depth technology expertise, or broader business management backgrounds. AndCubed covers both areas, and will be able to offer clarity to those baffled by the technical and operational complexities of this business, while also bringing new insights into broader applications for those close to the coal-face of media activity.”

Although the Partners have extensive technology backgrounds, a key aim of AndCubed will be to provide the best possible advice and information for each project they work on, in a totally technology agnostic way. AndCubed Partners have no affiliations to any specific technology – they will always offer technology information based on best mix of cost, application and performance.

Ends

For more information, please contact:

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About AndCubed LLP

AndCubed is a Limited Liability Partnership, jointly owned by the Partners. It is based at Unit 11, 5 Durham Yard, Bethnal Green London, E2 6QF United Kingdom. Tel: +44 (0) 207 99 36 405

Partners include:



Dave Bancroft

Dave Bancroft is sole proprietor of Bancroft Technical Consulting, based in Reading, UK, serving the television and motion picture industries in a technology advisory capacity and in standardisation representation for content production and distribution projects.

Prior to that, Dave was Manager Advanced Technology for the Grass Valley unit of Thomson, where his projects included 3 Gb/s studio interfaces, digital cinematography, digital intermediate film production, and colour management. His experience spans more than four decades and includes BBC engineering, RCA, Ampex and BTS/Philips/Thomson, with sales, marketing and engineering development positions in Greece, the Middle East, West and East Africa, New York, Silicon Valley and Germany, as well as in the UK.

He is a Fellow of the SMPTE (where he chairs a number of standards committees), a Fellow of the Royal Television Society, a Fellow and director of the BKSTS, a Member of the IET and a Member of the IEEE (serving on the Administrative Committee of the IEEE Broadcast Technology Society). He is SMPTE Editorial Director for Television for 2009, and serves on the IBC 2009 conference committee and on the technical program committee for the 2009 SMPTE Hollywood Technical Conference & Exhibition.



Roland Brown

Roland Brown held the post of Director of Engineer at MPC (The Moving Picture Company), Soho, London, from 1985 – 2007. MPC specialises in Digital Visual Effects for Feature Films and Television Commercials. Currently he is CEO of &&& Technology Limited and is a Non Executive Director at Quantel Ltd and Imagineer Systems Ltd. His career has spanned four decades of major technological development, from being responsible for the setting up of commercial TV in South Africa, to working on every aspect of outside broadcasting and post production. He is also the current President of the BKSTS (British Kinematograph Sound and Television Society) and chairman of the DTG Production Systems group, which focuses on HD research, and he is a member of ELBA's 'London Legacy 2020' committee. Roland is the external assessor for the post graduate, digital post production course and member of the advisory board at the National Film and Television School.



Meirion Hughes

Meirion Hughes is a highly experienced technologist with extensive knowledge of broadcasting and programme production. His television career started at the BBC over three decades ago and has since worked for a number of commercial broadcasters. Throughout his career he has regularly been involved at the bleeding edge of change for emerging technologies and working practices. He played a significant role in the introduction of digital broadcasting into the UK, launching the first commercial Digital Terrestrial Television operation in the world. He now provides consultancy services in the UK and overseas and advises and manages the complex process of introducing new technology, including the change of business processes and defining new working practices to launch services or products.



Phil Rutter

Phil Rutter has been working in Broadcasting since 1968. He has been closely involved in many ground-breaking technologies – he was responsible for the first video editing system to use a personal computer, and devised operational systems in the early days of automation that have gone on to become industry norms. In addition to his technical expertise, Phil has a deep understanding of management processes, in particular with regard to the application of IT technology. His marketing skills allow him to bring a fresh perspective to all the projects he works on. He is a director of Absolute Advantage Ltd., a management consultancy aimed at the manufacturing sector of broadcasting.



Elisabetta Stampacchia

Elisabetta Stampacchia is experienced in International Sales & Business Development, with an excellent network of sales contacts and industry specialists in the Americas, EMEA & Asia. She has good business communication at all levels in Italian (native language), English, Spanish, French, and spoken Portuguese. An accomplished networker with the ability to quickly grasp technical concepts and explain them to non technical business clients which really makes the difference when setting up and managing small and large projects. Past Clients have included digital broadcast networks, infrastructure-based Telecom and IPTV companies.



Peter Wilson

Peter trained as an apprentice electromechanical engineer in the late 1960's, from there he had a spell working in education at Portsmouth University, The Royal College of Art & Design and The National Film and Television School.

In the Early 1980's Peter moved on to Sony and from mid 1985 to 1992 was responsible for all Sony's HD strategy in Europe. This was a pioneering time and laid the foundations for HD Digital Production and Digital Cinema. Peter facilitated the first HD Multi-camera Music shoot, Genesis @ Wembley in 1987 and the first uncompressed Digital Delivery to a Cinema @ IBC 1988. In 1991 Peter moved to Snell and Wilcox where he product planned and managed more than 20 HDTV and Large Screen Display Products.

Peter currently runs his own Consultancy, High Definition and Digital Cinema Ltd, is the Director of the European Digital Cinema Forum Technical Support Group and sits on various Governmental and Professional Committees.

Peter is currently consulting on HDTV, Digital Cinema and 3D.

Peters catch line is "I always work on things that haven't happened yet".



Abraham Zerbib

Abraham Zerbib has many years experience in International Sales and Business Development for broadcast and new media companies. He is very experienced in international business with worldwide contacts and the ability to quickly grasp the fundamentals of emerging technologies. This has allowed him to establish a number of fruitful partnerships and distributor supply chains for a broad range of new markets and products. Abraham has a track record of successfully establishing business networks in many emerging geographies when infrastructure and understanding of the new technologies has needed to undertake major changes.