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## PRESS RELEASE

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### **QUALES ON the GO, UNIQUE PAY PER USE AUTOMATED VIDEO QUALITY CHECK, NOW RUNNING on ALIBABA CLOUD MARKETPLACE**

**QUALES**, the Automated Video Quality Check for All, today announced that it is running on **Alibaba Cloud Marketplace**. **QUALES ON the GO**, the cloud QC app, is available at Alibaba Cloud. The collaboration was announced by **QUALES** from IBC 2016.

In 2015, **QUALES** became the first **CLOUD/SaaS** based Automated Video Quality Check for audiovisual contents. From IBC 2016, by leveraging Alibaba Cloud's marketplace, **QUALES** launched a highly demanded service: a **Pay Per Use Audiovisual Content Quality Check System** for the European Territory.

Luis Rodriguez, **QUALES** Business Director, said, "We are glad to partner with Alibaba Cloud. The partnership will further our business opportunities and profitability for small and medium size companies whose budget is small and requires to be adapted to the real consumption. Using Alibaba cloud, **QUALES** will be the more flexible, efficient and easy-to-integrate QC in the market."

Yeming Wang, General Manager for Alibaba Cloud Europe, said, "We are excited to have **QUALES** as another European addition to Alibaba Cloud's global marketplace. We believe the collaboration will bring more technology to Alibaba Cloud's ecosystem and help us to meet the increasing demand in the European market."

This new service provides the advantages of Alibaba Cloud, plus the ones from **QUALES QC**, to companies of all sizes and prosumers.

Thanks to Alibaba Cloud's architecture, **QUALES** was able to launch **QUALES ON the GO** in the most effective way, providing a full straightforward online app for media, ensuring content integrity at an unrivalled price.

**QUALES ON the GO** offers higher flexibility, agility and efficiency. Furthermore, **QUALES** is the QC for All, no matter the size or budget of the client's company. **QUALES Cloud/SaaS** adapts to any market scenario offering 100% of features present in the retail version and the added value of a secure cloud-based environment to make the most of quality control for the video and/or audio content.

For using **QUALES ON the GO** from Alibaba Cloud Marketplace or request any extra information at [info@quales.tv](mailto:info@quales.tv)



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## About QUALES

QUALES, founded early in 2015 aims to consolidate itself as the global reference for Quality Check system for Audiovisual Contents. The software has been entirely developed by a professional team with more than 20 years of experience at the audiovisual sector.

Quality Control systems should not be just accessible to big corporations, QUALES is encouraging and supporting widespread use of the software among all players in audiovisual industry, not matter the size or budget of the companies.