PRESS RELEASE
NOVEMBER 2026

tuu brings verified card offloads to every Mac on set

The new app copies camera and audio cards to several drives at once, reads every file back and writes ASC MHL. Free to try for 14 days, from $89 a year.

Essen, Germany, November 2026 – Irgendwas mit Medien GmbH has released tuu, a Mac app for safe card offloads in film and video production. When a card goes in, tuu recognizes the camera and the operator, sorts the card into the right production folder and copies it to the main drive and any number of backup drives at the same time. Every file is then read back from each drive and compared by checksum. The card only turns green when every copy is confirmed.

> *"I work in post-production for clients all over the world, and I needed a tool that is affordable, intuitive and has everything under one roof – from the card to the edit. I couldn't find one, so we built it. And let's be honest: it also had to look a lot cooler."*
> *– Jan Weiner, managing director, Irgendwas mit Medien GmbH*

What tuu does

- **Camera and operator detection:** tuu reads the camera model and serial number from the clips and links each camera to its operator once. Audio recorder cards are recognized as well.
- **Main drive and backups at once:** copies to as many drives as needed, verified with xxHash, optionally also SHA-256.
- **ASC MHL and certificate:** every card folder gets an ASC MHL v2.0 manifest and chain plus an offload certificate, on every drive.
- **Backup sync:** the production folder on the main drive is matched to the backups every minute, without ever overwriting a file.
- **Client report:** PDF, Excel or CSV with clip details and thumbnails.
- **Editing handoff:** clips go straight to Final Cut Pro, Premiere Pro or DaVinci Resolve, with picture and recorder sound already in sync by timecode or waveform.
- **Check drive:** any drive can be checked later against its ASC MHL manifests, file by file.

Availability and pricing

tuu runs on macOS 11 or later and is available now at tuuapp.de. All features can be tried free for 14 days. After that, tuu Free keeps detecting cameras, creating folders and copying each card to the main drive, without verification. The subscription costs $89 a year or $9.90 a month (79 € or 9.90 € in Europe) and includes the editing handoff and the upcoming iPhone and Apple Watch app. A one-time license costs $219 (199 €) with 12 months of updates for two Macs. Until 31 December 2026, the

code METUU takes 25 % off the license and the first year of the subscription. Film schools get 50 % off. A Windows version is in preparation.

About Irgendwas mit Medien GmbH

Irgendwas mit Medien GmbH is based in Essen, Germany, and develops tuu. Managing directors: Christian Boenisch and Jan Weiner.

Press contact

Jan Weiner · support@tuuapp.de · tuuapp.de/press.html (logos, images, video)

tuu is not affiliated with Netflix or the ASC. Apple, Mac, macOS, iPhone, Apple Watch and Final Cut Pro are trademarks of Apple Inc. Other product names are trademarks of their respective owners.