

PRESS RELEASE

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STRYME INTRODUCES 4K GENESIX VIDEOSERVER AT CABSAT

For the first time ever, the Austrian broadcast solutions expert STRYME and its Italian partner C.V.E. Italy will present STRYME's innovative and reliable GENESIX V6 VideoServer with 4K UHD support at CABSAT 2016 in Dubai.



Efficient, cost-effective, easy to use. Over the past 10 years, STRYME software solutions have become synonymous with state-of-the-art broadcasting, automation and control technology. The reliable out-of-the box solutions simplify, speed up and optimize the daily workflows of numerous European TV stations with innovative and tailored software. In time for its Middle East and North African market debut in tandem with C.V.E. Italy, STRYME has taken

another step forward and has equipped its core product, the GENESIX V6 VideoServer, with a technically advanced 4K UHD support feature.

STRYME CEO, Mr. Goce Zdravkoski, elaborates: "Our customers expect more. That is why we provide technically sound solutions and think ahead to provide even more benefits and more flexibility. The 4K UHD-ready GENESIX V6 VideoServer offers four times the resolution of HDTV. Furthermore, the success of past projects as well as our close cooperation with C.V.E. in the Italian broadcasting sector speaks for itself: Telekom Italia was a showcase project for a highly flexible multi-channel video server solution, complete with a state-of-the-art graphics engine for advertisement and product placements on the fly."



Mr. Luca Catalano, CEO of the Italian broadcast and telecoms solutions specialist C.V.E., considers GENESIX one of the most user-friendly and innovative broadcast solutions currently available on the market. "C.V.E is renowned for offering its customers the most advanced solutions in the industry. That is why we choose our partners carefully. In my mind, STRYME is one of the few companies to offer an all-in-one, failsafe multi-channel solution, the right graphics workflow with real-time graphics feeds, and a streaming functionality at a reasonable price. We are therefore proud to have STRYME on board in the vibrant MENA

region. Together, we aim to put our proven technological expertise within easy reach of customers in these markets,+says Mr. Catalano.

Following the success achieved in Austria, Germany, France and Italy, STRYME and C.V.E. are looking forward to their first-ever joint trade show appearance at CABSAT from March 8 to 10 at Dubai World Trade Center. They will be exhibiting at Utah Scientific booth number ZJ2-42.

Gaining a foothold in this rapidly developing region, particularly in Dubai, an innovation hub for global technology businesses and entrepreneurs, will fast track the international expansion of the STRYME-C.V.E. partnership. Goce Zdravkoski and Luca Catalano have no doubt that their technologically advanced high-quality solutions will be well accepted by new future customers.

Immediately after CABSAT, STRYME and C.V.E will move on to Milan and Rome to present the new 4K UHD-ready GENESIX V6 VideoServer to leading TV stations, such as Sky Italy, Rai or Telekom Italia. For 2016, their sights are clearly set on a strategic expansion in the MENA and Italian markets.

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About GENESIX



GENESIX is a multichannel ingest, graphic and playout VideoServer for professional broadcasters. Built as a central hub, it includes studio/news playout, playout automation, overlay graphics, transfer management, asset management and program scheduling. Its open interface ensures the smooth and total integration into existing infrastructures and workflows. The support of all industry-standard codecs and formats (XDCAM HD, ProRes, P2, DNxHD) offers maximum compatibility and flexibility. The latest GENESIX V6 VideoServer is equipped with an advanced 4K UHD support feature.

About STRYME



Located in Vienna, STRYME experts have been providing and developing professional broadcast and automation solutions for over 10 years. STRYME is specialized in out-of-the-box broadcast solutions that simplify, speed up and optimize daily workflows. This flexible framework allows programming and tailoring project-specific software.

When reliable playout matters most, STRYME is the right choice.

As a long-term supplier of the Austrian Broadcast Corporation (ORF), STRYME is a renowned and trusted industry partner. The company has handled a range of different projects for e.g.: ATV, DAF, Telecom Italia, SKY, ARRI, SBS, Sony DADC, ORS, WDR, Drei, VITEC, TVSüdostschweiz and MCI Hamburg.

More information: www.stryme.com

About Communication Video Engineering SRL (C.V.E.)



C.V.E is a leading specialist in broadcasting, DVB transmission, production as well as post-production markets and looks back on more than 30 years of experience. The Italian company has offices in Milan and Rome. Its technical staff designs, implements and supports advanced technical solutions for leading broadcast and telecommunications organizations.

More information: www.cve-italy.com

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For further information, please contact:

STRYME GmbH
Mr. Goce Zdravkoski - CEO
Tel: +43 1 968 11 62 0
Fax: +43 1 968 11 62 99
Mobile: +43 699 176 005 13
Email: goce.zdravkoski@stryme.com
Web: www.stryme.com