

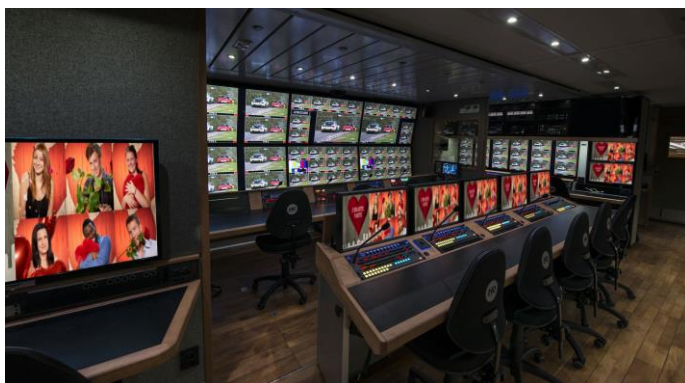
STRYME GmbH – Case Study: HDR Norway Warner Bros. production

DR Norway rents STRYME server to produce “First Dates”, a Warner Bros. production

Rent-a-GENESIX – Get what you need, when you need it.



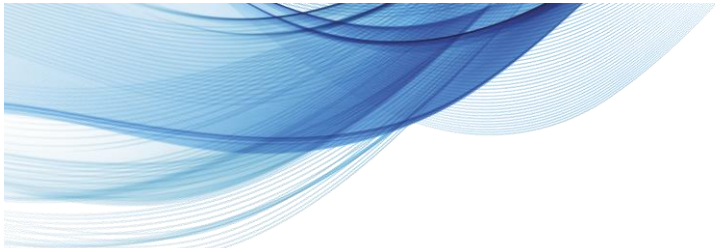
Why buy expensive broadcast equipment when you can rent it? Why battle with complexity when there is a user-friendly alternative that can be used immediately? Rent-a-GENESIX makes sense, in more ways than one:



Whether OB-Van or studio productions, renting the ultra-slim 2U GENESIX VideoServer from STRYME is the ideal choice for short-term periods. It is the only high-tech equipment on the market with up to 16 HD or 4 UHD channels that supports every format and every codec. Speed

and simplicity, efficiency and flexibility, maximum usability and unmatched reliability streamline all workflows – from multi-cam ingest to high-quality payout.

Whether it's a few days, weeks or months, Rent-a-GENESIX is tailored to individual needs. STRYME's flagship product is readily available and comes complete with all required



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channels, codecs and features. In-house engineering experts take care of the setup in no time and carefully test all functionalities before sending GENESIX on its next mission. Thanks to remote training and an intuitive interface, the GENESIX VideoServer is quickly ready for use – wherever needed and without incurring extra costs. A 24/7 technical backup ensures an all-round carefree rental package.

Case in point:



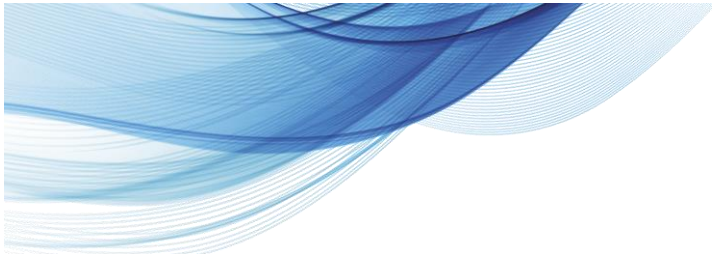
HDR Norway rented the GENESIX VideoServer for one week for the new TV2 dating show “First Dates”, a Warner Bros. production. GENESIX recorded footage from three blind dates in a restaurant, while interviews were held simultaneously in three rooms. The XDCAM HD 422 codec facilitated multi-cam ingest on 16 channels, four of which had embedded audio.

Four people controlled the PTZ cameras, each one using four streams for recording.

“Rent-a-GENESIX is our latest high-tech solution. It is easy to use, failsafe and compact. It fits perfectly into OB-Vans, and smoothly manages simultaneous multi-camera setups. Like everything else made by STRYME, it goes easy on the budget,” STRYME CEO Goce Zdravkoski sums up.



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About HDR Norway



HDR is a modern, privately owned media center with permanent production facilities, offering a total of 10 HD studios as well as a fleet of HD OB busses for onsite and live broadcast productions. As a full-service media house, HDR works with a wide variety of High Definition productions, covering almost every type of live, studio or mobile recording. HDR handles everything from pre-production to filming, post-production and editing, and contribution.

<http://www.hdresources.se/>

About STRYME



STRYME is an innovative video server manufacturer for broadcasters, telecommunication companies and cable MSOs. The Austrian market leader is known for uncompromising quality and reliable sport, live and news production solutions that simplify, speed up and optimize daily workflows. STRYME is a trusted industry partner and has implemented projects on a global scale for renowned customers since 2005.

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