

PRESS INFO – “South African Urban Brew Studios: Mobility, Flexibility, High-tech”

South African *Urban Brew Studios* chooses STRYME server for their Outside Broadcasting



Urban Brew Studios, South Africa’s leading facilities provider and a landmark of creativity for entertaining content, chose STRYME’s flagship product – the ultra-slim 2U GENESIX VideoServer V9 – to speed up and simplify OB-Van productions. The Urban Brew OB-Van is HD-ready and willing to create technologically innovative, inspiring yet entertaining content.

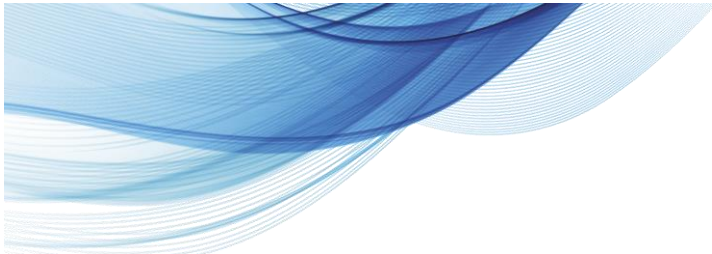
Whether Live, Sport or News events - when it comes to live HD productions it requires maximum flexibility in turns of on-location multicamera setups and OB-Van systems. Speed and simplicity, efficiency as well as superior usability and reliability are top priorities for all Outside Broadcasting workflows. STRYME provides all of this and partnered with Protea Electronics to support Urban Brew Studios with high quality expertise as well as a sophisticated, cost-effective and failsafe technical solution that meet their needs.



According to Urban Brew Studios’ CEO Verona Duwarkah: “STRYME offers us uncompromising performance for quality production virtually anywhere. It is cost-effective and compact. An ideal high-tech solution for the confined spaces in our OB-Van.” This certainly seems to be in line with the thinking of Urban Brew’s mindset.



Urban Brew Studios is definitely thinking outside the box. They are adding value to their customers as well as taking productions to the next level allowing their customers the



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freedom and versatility to shoot in different locations. “We teamed up with STRYME because of their unique skills to optimize and smoothen live, studio and news production workflows with user-friendly solutions in a future-proof set-up. Our fast-paced industry needs such innovative mindsets. Connecting with STRYME gives us even more of an edge to come up with smart and simple solutions for complex problems,” Protea Electronics Divisional Manager Shaun Kerr sums up.

Thanks to STRYME’s sophisticated set-up South African’s Urban Brew Studios now operates a flexible, all-in-one failsafe solution that ensures uninterrupted live broadcasting when their studios are on the move. Urban Brew’s new OB-Van has already been tested in terms of its key requirements of functionality and ease of use.

Flashback OB-Van (Outside Broadcasting Van):

In essence, an OB-Van is a mobile production studio. All equipment needs to be of broadcast quality, and capable of being housed and transported in one vehicle. Not only this, but – due to the high-pressure environment of Outside Broadcasting – the system needs to be user-friendly, allowing engineers precise control over the various components. From sports events to awards ceremonies, live concerts and news reports – Outside Broadcasting covers all of them. What can an Outside Broadcasting Van do for your business? Contact STRYME to clarify all of your questions. Uncompromising STRYME OB-Van performance includes:

- Easy-to-use – Intuitive interface – Space-saving
- Simultaneous Multi-Cam Ingest
- Specifically designed to be directly on the spot
- Cost-effective – Compact – High-tech

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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 well-known customers since 2005.

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