

PRESS INFO Ę CASE STUDY Í SKY TVÍ

THE SKY IS THE LIMIT FOR GENESIX IN KOREA



South Korea is renowned for its hi-tech industry and its companies thrive on innovation Ę key aspects which also characterize Stryme's flagship product, the GENESIX VideoServer. Therefore, when SkyT V, the South Korean satellite television network, required a durable and dependable solution for a 24/7 failsafe operation, it opted for proven reliability and high quality made in Austria: the GENESIX V6 VideoServer with four HD input channels and four HD output channels was the first choice.

To implement the project for SkyT V and set foot in the Asian market, STRYME worked in tandem with its local partner SanAm Technology Inc. Daniel Oh, Sales Director at SanAm Technology Inc. particularly commended Stryme's fast and straightforward project management: "While we expected a high level of professionalism from our European colleagues, their diligence and great team work exceeded our expectations.

The technologically advanced performance and high quality of the GENESIX V6 VideoServer as well as the ease with which the software was adapted to suit our NTSC video format surprised us all. To ensure maximum compatibility and retain the HD quality, Stryme's technical team also adapted the GENESIX software to the customer's requirements. The GENESIX "edit while capture/play while capture" functions give SkyT V the flexibility to record and edit clips on four HD channels during recording and use the time-delayed playout function on four output channels at the same time.

Following the successful project completion for SkyT V South Korea, STRYME and SanAm Technology Inc. for the first time ever jointly presented the GENESIX V6 VideoServer with 4K UHD support at the Korean International Broadcast, Audio and Lighting Show (KOBA) held in May 2016 in Seoul.

The Southeast Asian market debut at the end of May 2016 in tandem with SanAm Technology Inc. marks another important milestone for STRYME. The trade show has become the Asian exhibition hub for the broadcasting, audio and lighting equipment industry. More than 950 companies from 35 nations showcase the latest trends and developments with more than 50,000 visitors.

For 2016, STRYME and SanAm Technology Inc. have set their sights on a strategic market expansion in Southeast Asia. Focusing on South Korea is a first step and there is no doubt that their technologically advanced high-quality solutions will be well accepted by new and future customers.

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About SKY TV



SKY TV is a telecommunications company. Sky provides television and broadband internet services, fixed line and mobile telephone services to consumers and businesses in South Korea.

About SANAM



For more than 20 years, SanAm Technology Inc. is a leading specialist among sound companies. The main business fields are broadcasting systems, audio/visual systems, transmitting systems, telecommunication systems, CATV systems, content management systems, medical parts and equipment as well as electronic components, industrial system and security applications. The South Korean company has its place of business in Rm.201/301, 17, Seogang-ro 9-gil, Mapo-gu, Seoul, Korea. Its technical staff designs, implements and supports advanced technical solutions for leading broadcast and telecommunication organizations in the Asian region.

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About STRYME

Located in Vienna, STRYME has been providing and developing tailored professional broadcast and automation solutions for small, medium-sized and specialized broadcasters for more than a decade. The Austrian market leader is known for uncompromising quality and reliable out-of-the box solutions that simplify, speed up and optimize daily broadcast workflows. When video server reliability 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 implemented a wide range of different projects, locally in Austria and internationally, in Germany, Switzerland, Italy, Russia or South Korea.

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