

Press Release

TUBICON. Smart Live Producing.

Everywhere ready for use at the touch of an App.

IBC 7.D75 – TUBICON, an ingenious App for live productions addresses the needs of broadcasters who grapple with rising costs on the one hand and streaming media that poach their viewers on the other hand. The cloud-based App developed by STRYME enables journalists, reporters and freelancers to simply use their smartphones to produce content and stream it live via Facebook – in real time and HD quality.

TUBICON comes with an intuitive user interface that makes live productions child’s play, anytime and anywhere. It ensures a top-quality viewing experience for thousands at a fraction of the usual costs. It is an ideal add-on for broadcasters who want to reach more viewers and a young audience with breaking news or events that unfold.



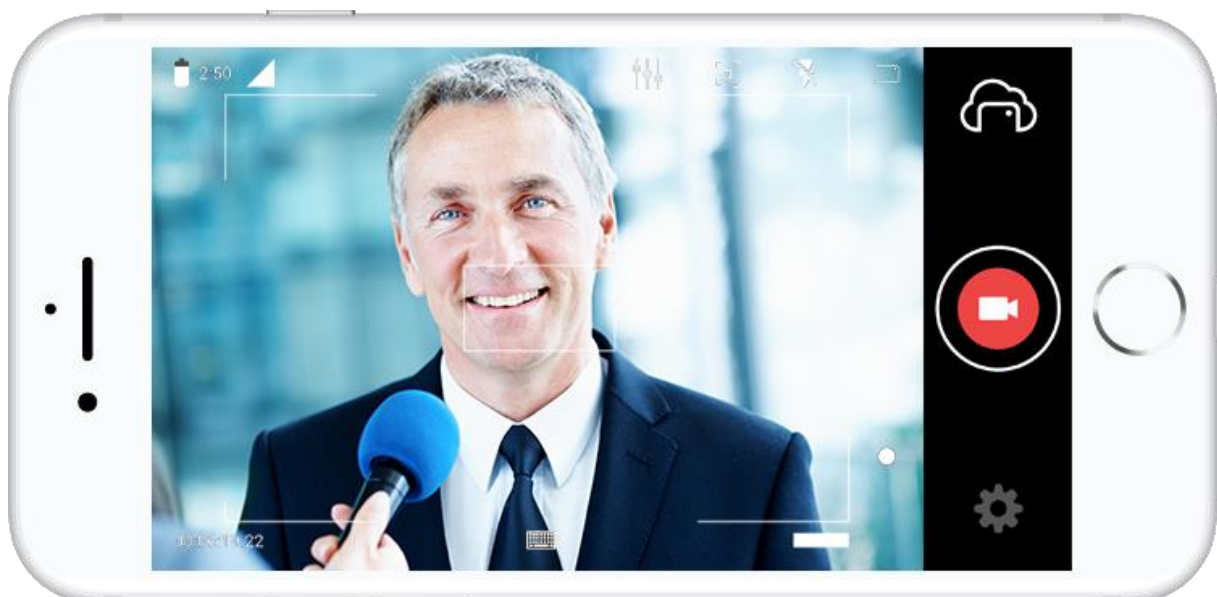
TUBICON nominated at IBC 2019

STRYME is nominated for the IABM BaM Awards® 2019 with TUBICON for the best product in the “produce” category. The winner will be announced at the Award Ceremony hosted by IBC exhibition on Saturday 14 September 2019. The IBC will take place from 13 to 17 September 2019 in Amsterdam. We look forward to visiting with you at the show at our IBC booth 7.D57.



TUBICON. Smart news in a snap.

Using the App requires no assistance from station teams or support from local or OB hardware. A smartphone is all you need to quickly cover breaking news, sports or shows and generate the quality content you want when you need it. Alternatively, up to four smartphones can be used to capture different camera settings. A tablet steers and mixes your live content. TUBICON handles all production and distribution workflows in the cloud and streams it, generates graphics effects if needed, uses facial recognition, synchronizes audio and video, adapts and upscales video content to ensure a high-quality resolution.



5 Steps to WOW!

Whether you are a journalist, reporter or freelancer with no live production experience, using TUBICON is as simple as ingenious:

1. Register on www.tubicon.com
2. Install the TUBICON App
3. Start your TUBICON live production
4. Produce your content
5. Stream it live via social media



TUBICON. It's for free!

TUBICON FREE EDITION lets journalists, reporters, freelancers or even YouTubers create their own live channel for free. No investments, just a smartphone – or use up to four smartphones to capture different camera settings and a tablet to steer and mix content for viewers. TUBICON takes care of the rest behind the scenes. Stream live via Facebook or other social media for up to one hour per day.

Add-on: TUBICON is the perfect solution for broadcasters who are reluctant to invest into the expensive production of live regional content. TUBICON makes it possible – for a much bigger audience.

TUBICON App. A novel win-win situation.

TUBICON offers broadcasters the opportunity to generate more content at a fraction of the costs for similar live productions. TUBICON requires no investments to generate more choice for more viewers and more followers on social media. The beauty of it all: they generate more advertising sales. TUBICON does not replace outside broadcasting but it is the most efficient high-quality add-on to flexibly and inexpensively expand your reach.

STRYME CEO Goce Zdravkoski sums up: “At STRYME, we have made the future of broadcasting our business. TUBICON marks the start of a new era as we shift away from rigid linear TV formats towards inexpensive digital, on-demand solutions and on-the-go consumption. TUBICON is high-tech, yet simple. It makes live productions child’s play, everywhere, at any time. It meets the needs of a new generation of quality broadcasting with a top-quality viewer experience at a fraction of the costs.”

About STRYME

Innovative simplicity, efficient usability and reliable quality at reasonable conditions. STRYME's design philosophy combines cutting-edge IT skills with superior broadcast know-how – whether it's a pioneering App for everyone, high-tech gadget, new tool or state-of-the-art customer-specific solution. The Austrian market leader is renowned for affordable, uncompromising quality and reliability.

When it comes to live, international news and video productions, broadcasters, telecommunication companies and cable MSOs rely on the ultra-slim all-in-one GENESIX VideoServer made by STRYME to simplify, speed up and optimize their daily workflows.

STRYME is a trusted broadcast industry partner, having implemented projects on a global scale since 2005. In 2019, STRYME set up offices in Silicon Valley to fast-track a new generation of inexpensive quality broadcasting and production solutions.

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