



NEWS: BUSINESS

## Austrian TV stations turn to STRYME

**STRYME, the supplier of the Austrian Broadcast Corporation (ORF) and broadcast solutions expert has recently optimized and simplified the entire program planning, complete with ingest and playout system as well as graphics design for two private Austrian broadcasters – ATV and 3MobileTV – using its GENESIX VideoServer V6.**

**3MobileTV**, part of Hutchinson Drei Austria GmbH, market contributor with over 3.8 million customers, aimed at transferring its externally produced channel '3Live' into an in-house production. After all, 3MobileTV offers its customers more than 100 TV and radio channels as well as a large variety of entertainment and information from around the world as a choice for people on the move. STRYME was challenged to simplify the product range, playlist programming and playout, and incorporate the right graphics solution in music clips. To ensure optimum compatibility, STRYME installed the GENESIX Playlist Scheduler, GENESIX Graphic Package and GENESIX Playout Automation to plan music clips and program content, fade in dynamic graphics and enable a 24/7 operation.

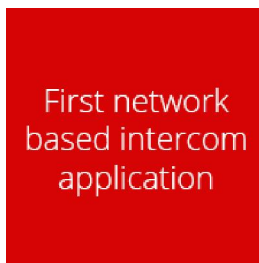
The programming workflow was thus reduced to a few simple steps. For example, music clips are simply copied to the GENESIX VideoServer and are used to create playlists.

Their playout, including logo and graphics, takes place at a predetermined time, using an SDI and H.264 transport stream. 3MobileTV then internally transmits the signal to its customers' mobile devices. Guenter Lischka, Senior Head of Marketing at Drei states: "We value STRYME as a reliable, high-quality supplier for our 3MobileTV playout system. STRYME has been instrumental in making our in-house TV channel '3Live' available to all Austrians using mobile devices, our 3MobileTV App or [www.drei.at/3MobileTV](http://www.drei.at/3MobileTV) on their Mac or PC."

**ATV**, an Austrian private TV station of 12-45 year olds in the prime time slot between 8:15 p.m. and 10 p.m., required a proven hardware and software solution with maximum compatibility to run its studio, facilitate live coverage, news and sports broadcasts, and support the final countrywide transition to HD. In the light of future and changing viewer needs, STRYME also simplified the use of live recordings of news and sport programs for archiving and online viewing via ATV's 'Mediathek'. To meet the specific requirements, STRYME put its GENESIX VideoServer V6 with a technically advanced HD support feature to use. GENESIX is a all-in-one failsafe solution that ensures broadcasting around-the-clock.

STRYME CEO, Mr. Goce Zdravkoski, elaborates: "The 4K UHD-ready GENESIX VideoServer V6 offers four times the resolution of HDTV. It is a fully-fledged, highly flexible multi-channel video server solution with a built-in graphics engine for real-time graphics feeds, advertisement and product placements on the fly."

The system gave ATV a high degree of flexibility and ensured both, a smooth transition to HD and simple integration into existing processes. ATV programmers now benefit from more reliability, speed and ease of use. (6/16)

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