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STRYME and VITEC Strike a Perfect Match

ABSTRACT: New cooperation of VITEC and STRYME: the Genesis-ProxSys product match offers small and medium-sized broadcasters a perfect end-to-end solution from Media Asset Management to Multichannel Playout.

KIEL, Germany-(Business Wire – November 14, 2011)

This year's IBC marked another milestone for state-of-the-art, yet cost-effective and user-friendly all-in-one broadcast software. **STRYME** GmbH from Austria and the French company **VITEC** formalized their long-term relationship. By merging Genesis' (STRYME) optimized, easy to use workflows with the efficient ProxSys (VITEC) professional media asset management system in a fully integrated product, the new cooperation partners offer broadcasters the best of both.

The Genesis-ProxSys product match offers small and medium-sized broadcasters a perfect end-to-end solution. First presented at the IBC, future customers saw for themselves that maximum compatibility, proven user friendliness and optimal cost-effectiveness put in a convincing performance. ProxSys' mobile asset management also ensures easy and secure access to the most important data from anywhere at any time. Besides, the newly integrated all-in-one solution makes advanced IT-based playout and managing audio and video material even more affordable.

For years, **VITEC** has relied on **STRYME**'s Genesis Playout. Mr. Norman Schlomka, Managing Director of **COMO** a Vitec company, thus speaks from experience as he emphasizes: "Genesis is a reliable multichannel-in-a-box playout solution which we can build on. We have no second thoughts of offering customers this novel all-in-one solution."

STRYME CEO, Mr. Goce Zdravkoski underlines that the cooperation with VITEC is based on mutually established trust. He adds: "We are proud to have teamed up with Vitec. By integrating Genesis with ProxSys we have taken another step towards the future of broadcasting software."

About GENESIX

GENESIX ® is a flexible and reliable Playout and Ingest solution for small and medium-sized broadcasters. Its features (playout automation, overlay graphics, character generator, traffic management, asset management, program scheduling, etc.) ensure reliable operation and integration into existing infrastructures and workflows. GENESIX supports all industry-standard codecs and formats. This guarantees maximum compatibility and flexibility.

www.stryme.com

About ProxSys

ProxSys management and archiving solutions ensure a reliable, smooth workflow integration that securely saves and automatically manages large amounts of media data. ProxSys PX-Series guarantees secure, transparent and efficient data management. It manages low and high resolution video, audio, graphic, and data files through an easy to use web-based user interface, providing fast and efficient retrieval.

www.vitecmm.com

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