

NEWS

Stryme and Vizrt partner for graphics solution

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Editor

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Stryme and Vizrt have joined forces to integrate the Vizrt graphic engine into the company's GENESIX product line, to enable non-Vizrt customers to use the Vizrt graphic capabilities.

Using the Viz Engine allows Stryme to access a large pool of creative talent to create templates for its GENESIX playout product family.

"Working on the same hardware platform it was a logical step to establish a close cooperation with Vizrt," said Stryme founder and CEO Goce Zdravkoski. "The new established cooperation allows TV stations to bring their graphic branding on a higher quality level without losing their reliable multichannel playout options.

"With the integration of the Vizrt Engine, we are a full service supplier, covering all requirements: ingest, playout, MAM and also the demand for more advanced graphic appearance in the 24/7 playout automation sector," Zdravkoski continues.

"Working together with STRYME opens up a new market for Vizrt", said Francois Laborie, COO of Vizrt.

Vienna-based Stryme creates professional workflow solutions for broadcasting, automation, and control technology. The company specialises in out-of-the-box broadcast solutions designed to simplify, speed up and optimise daily workflows, as well as in programming and tailoring project-specific software.

Stryme is a long-term supplier of the Austrian Broadcast Corporation (ORF), and also handles projects for customers including : ATV, Telecom Italia, SKY, ARRI, SBS, Sony DADC, ORS, WDR, Drei, VITEC, TVSüdostschweiz and MCI Hamburg.

The results of the cooperation will be demonstrated at IBC2015 next month.

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