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Stryme and Vitec merge playout and MAM

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Vienna-based [Stryme](#) and Paris-based [Vitec Multimedia](#) have merged their Genesis (Stryme) optimized, easy-to-use workflows with the efficient ProxSys (Vitec) media asset management system to create a fully integrated product, writes David Fox.

The Genesis-ProxSys package is designed to offer small and medium-sized broadcasters an end-to-end system. ProxSys' mobile asset management ensures easy and secure access to data, and the newly-integrated system is claimed to make advanced IT-based playout and managing audio and video more affordable.

Vitec has used Stryme's Genesis Playout, for several years, and Norman Schlomka, Managing Director of Como (a Vitec Multimedia company), calls it "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."

"By integrating Genesis with ProxSys [pictured above] we have taken another step towards the future of broadcasting software," added Stryme CEO, Goce Zdravkoski.



Genesis (pictured left) is a flexible playout automation and ingest system, with overlay graphics, asset management, programme scheduling, etc. Its latest upgrade, Genesis V2, introduced at IBC added client/server architecture, enhanced scheduling, character

generator, fully automated workflows and traffic management on new redundant server hardware.

Vitec Multimedia brands include Optibase, Focus, Como, and Stradis. Its ProxSys management and archiving system manages low and high resolution video, audio, graphics, and data files through an easy-to-use web-based user interface, and allows full access to the most important data from anywhere and at any time.

www.stryme.com
www.vitecmm.com

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