

STRYME and VITEC Strike a Perfect Match



Press Release Source: VITEC On Monday November 14, 2011, 3:30 am EST

KIEL, Germany--(BUSINESSWIRE)-- 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

Contact:

STRYME GmbH

Mr. Goce Zdravkoski - CEO

Tel: +43 1 968 11 62 10

Email: goce.zdravkoski@stryme.com

or

COMO Computer & Motion GmbH

A VITEC Company

Mr. Peer Jambor

Tel: +49 4307 8358 21

Email: pjambor@como.com