

PRESS INFO Ę CASE STUDY Í TV MarkízaĀ**TV Markíza speeds up live productions with 12 HD Channels GENESIX VideoServer**

Slovakia's largest private TV station, TV Markíza, selected STRYME's flagship product Ę the ultra-slim 2U 12 HD Channels GENESIX VideoServer V7 Ę to speed up and simplify OB-Van productions of sports, news and other live programs. Eight input and four output channels provide TV Markíza with a highly flexible Multi-Cam Ingest solution. The brand-new AutoNaming function offers cutters a clear and user-friendly structure.

When it comes to live HD productions, TV Markíza demands a great deal of on-location multi-camera setups and the systems used in OB-Vans. Speed and simplicity, efficiency and flexibility as well as maximum usability and reliability are top priorities for streamlining workflows. STRYME's seventh generation ultra-slim 2U GENESIX VideoServer with 12 HD channels (8 ingest, 4 output) meets all these needs, and more:

It is cost-effective and compact . an ideal high-tech solution for the confined spaces in OB-Vans. Its key features boost the performance of Multi-Cam Ingest workflows:

To simplify and optimize editing, synchronized recordings from several camera settings (simultaneous Multi-Cam Ingest) are copied in parallel to an external NAS storage, using the time-saving Transfer While Capture function. Edit While Capture enables users to keep up the suspense of live moments by delivering the right clips in an instant. For quick and easy retrieval, the brand-new AutoNaming function automatically names and categorizes clips and camera settings in logically structured directories and sub-directories. In the wink of an eye,

the cutter finds the clips needed for editing, re-sequencing, post-production highlight cuts, etc. AutoNaming also makes it easy to set up and customize individual user profiles and re-use clips at a later stage or for other productions. For efficient Multi-Cam Ingest, all eight grouped ingest channels are started simultaneously.

Our goal was to offer TV Markíza a simplified operation with even more mobile possibilities. That is why we were very happy to work in tandem with ELVIA-PRO to optimally integrate the GENESIX VideoServer and realize our very first project in Slovakia. TV Markíza now benefits from a sophisticated, all-in-one failsafe solution that ensures uninterrupted live broadcasting at a reasonable price+, says STRYME CEO Goce Zdravkovski.

The speed and ease with which the GENESIX VideoServer was integrated into existing processes has impressed Milan Kicin, CEO at ELVIA-PRO Slovakia, s.r.o.: GENESIX has truly exceeded our expectations. The system's technological precision, its user friendliness, and the simple, yet intuitive Multi-Cam Ingest functions make live HD productions child's play. It's the ideal choice for broadcast studios on the move!+

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About TV Markíza



TV Markíza . the largest private broadcaster in Slovakia . is part of the international CME Group (Central European Media Enterprises Ltd.), a leading media and entertainment company in Central and Eastern Europe. In its main operating countries, Bulgaria, Croatia, the Czech Republic, Romania, the Slovak Republic, Slovenia and Ukraine, CME is the broadcast market leader where it reaches the homes of approximately 50 million people

About ELVIA-PRO



ELVIA-PRO is a leader in broadcast system integration. It concentrates on three major business areas:

1. Delivery of turnkey solutions for professional TV and audiovisual industries.
2. Sales of premier Sony and Samsung consumer electronics, including both retail and wholesale.
3. Sales of high-quality recording media and accessories, including both retail and wholesale.

ELVIA-PRO has worked with a wide range of companies including small, local TV stations and nationwide broadcasters in the Czech Republic. It has implemented projects for ISPA in Russia, ATV in Austria, HTV in Vietnam, and has realized projects in many other EU countries and parts of the Middle East and Asia.

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About STRYME



Located in Vienna, STRYME has been providing and developing tailored professional broadcast and automation solutions for small, medium-sized and specialized broadcasters for more than a decade. The Austrian market leader is known for uncompromising quality and reliable out-of-the box solutions that simplify, speed up and optimize daily broadcast workflows. When video server reliability matters most, STRYME is the right choice.

As a long-term supplier of the Austrian Broadcast Corporation (ORF), STRYME is a renowned and trusted industry partner. The company has implemented a wide range of different projects, locally in Austria and internationally, in Germany, Switzerland, Italy, Russia or South Korea.

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