

Vienna, November 2022 – Case Study, Smart10

SMART10 – ORF PRODUCTION POWERED BY STRYME

TVfriends productions & services GmbH has already produced the first Smart10 season in the studios of **Marx Media** with the GENESIX VideoServer from **Stryme**.

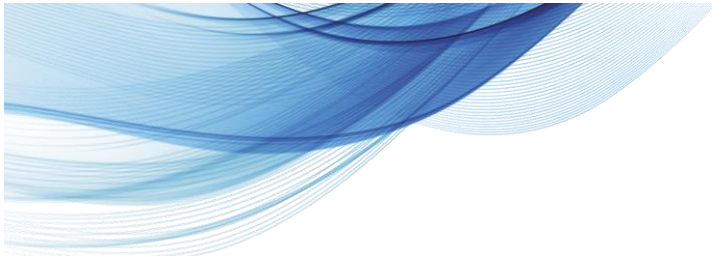
The Smart10 quiz with the ten options, two teams compete against each other in the knowledge check. At the end of the show, the winning team receives the money and is allowed to compete again against candidates in the next episode.



Picture: © ORF/Roman Zach-Kiesling

Stryme took over the setup and installation of the GENESIX Demo VideoServer on site. The GENESIX VideoServer is equipped with 16 channels and 4K UHD capability and offers maximum flexibility at the best price-performance ratio. The easy-to-use, fail-safe 24/7 system also supports any format and codec.

The server comes with ingest, MAM and playout. GENESIX Studio Playout is a professional and robust playout application for live and studio environments. It manages multiple rundowns simultaneously by sharing central resources.



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Christian Bodizs, Managing Director at Marx Media, is thrilled: "We knew that the GENESIX VideoServer would be the right choice."

Marx Media used GENESIX AutoNaming, it automatically names and categorizes the clips in logically structured directories and subdirectories. Furthermore, Marx Media recorded parallel on 14 channels and played out on 2 channels.

The project underlines the importance of trust, continuity and close personal communication as cornerstones for the success of a long-term customer relationship.



STRYME is an innovative expert in video solutions. Based in Vienna and San Francisco, the company is known for uncompromising quality and reliable solutions for sports, live and news production that simplify, accelerate and optimize daily workflows. STRYME is a reliable partner to the industry and has implemented projects on a global scale for well-known customers since 2005.

Email: office@stryme.com
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About ORF



The Austrian Broadcasting Corporation (ORF) is the largest media company in Austria. The company operates regional studios in all 9 Austrian provinces, maintains a worldwide network of correspondents, and collaborates with other major public service broadcasters.

About TVfriends



TVfriends productions & services GmbH is a television and media production company that primarily develops and implements show and studio formats for the Austrian market such as, Q1- ein Hinweis is falsch, SMART10, STARMANIA, SEHR WITZIG, and many more.

Web: www.tvfriends.at

About Marx Media



The Marx Palast serves as a fully equipped TV studio, including cameras, control room and editing suites. It is known for the weekly recorded "live show" "Willkommen Österreich" with Stermann & Grisseemann.

Web: www.marx.at