

PRESS INFO È CASE STUDY Í Telecom ItaliaÍ

Telecom Italia chooses GENESIX for broadcasting



The Austrian broadcast solutions expert STRYME has teamed up with its Italian counterpart C.V.E. Italy to enable Telecom Italia enter the broadcasting sector. Earlier this year, C.V.E. Italy sought for the right partner to help it implement a multi-channel videoserver solution for Telecom Italia's new live broadcasts of sport and soccer events and optimize targeted air time of advertisement and product placements in-between games. The right solution was quickly found with STRYME's multi-channel GENESIX VideoServer.

As a user-friendly state-of-the-art broadcast solution, the GENESIX VideoServer fully met the project requirements. It offered the flexibility for multi-channels in professional HD quality as well as an advanced graphics engine for advertisement and product placements on the fly. STRYME was the only company that could offer us an all-in-one failsafe multi-channel solution, the right graphics workflow with real-time graphics feeds, and a streaming functionality at a reasonable price. That is why we chose STRYME to join us in this project, explains Mr. Luca Catalano, CEO of the Italian broadcast and telecoms solutions specialist C.V.E.

As one of the few broadcast solutions providers, STRYME has already equipped its solution with multi-channel streaming in the H.264 format. STRYME CEO, Mr. Goce Zdravkoski, points out: It is part of our company policy to work closely with our customers to guarantee a cost-effective solution that gives them the flexibility they need . today and tomorrow. That is

why the GENESIX VideoServer not only supports all industry-standard codecs and formats (DV, DVCPRO, MPEG2, D10, Sony XDCAM, P2, Apple ProRes, Avid DNxHD, etc.) but can easily be integrated with the customer's infrastructure and workflows. Our enhanced graphics engine also enables the quick and easy realization of 2D and 3D graphic overlays. This is especially important for real-time feeds and for any future graphics requirements which Telecom Italia may have.+

In terms of the cooperation with C.V.E. Italy, STRYME provided the videosever, made the required customer-specific adjustments, took care of the installation and the initial user training. As a result of the good cooperation and the joint successful completion of the project for Telecom Italia, STRYME gained a first foothold in the Italian market.

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About Telecom Italia



Telecom Italia is an Italian telecommunications company headquartered in Rome, which provides telephony services, mobile services, and DSL data services. It was founded in 1994 by the merger of several state-owned telecommunications companies.

About CVE - Communication Video Engineering



C.V.E is a leading specialist in broadcasting, DVB transmission, production as well as postproduction markets and looks back on more than 30 years of experience. The Italian company has offices in Milan and Rome. Its technical staff designs, implements and supports advanced technical solutions for leading broadcast

and telecommunications organizations.

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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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