

## PRESS INFO Ę CASE STUDY Í ATVĚ

### MADE IN AUSTRIA. USED IN AUSTRIA.

### Austria's private and mobile TV stations turn to STRYME



The long-term supplier of the Austrian Broadcast Corporation (ORF) and internationally successful broadcast solutions expert has reached yet another milestone. True to its motto Ę simplify your workflowĚ, STRYME has recently optimized and simplified the entire program planning, complete with ingest and playout system as well as graphics design for the private Austrian broadcaster ATV using its innovative GENESIX VideoServer V6.

ATV, Austria's most successful private TV station among 12-45 year olds in the prime time slot between 8:15 p.m. and 10 p.m., required a proven hardware and software solution with maximum compatibility to run its studio, facilitate live coverage, news and sports broadcasts, and support the final countrywide transition to HD. In the light of future and changing viewer needs, STRYME also simplified the use of live recordings of news and sport programs for archiving and online viewing via ATV's Mediathek. To meet the specific requirements, STRYME put its new generation GENESIX VideoServer V6 with a technically advanced HD support feature to use. GENESIX is a sophisticated, all-in-one failsafe solution that ensures broadcasting around-the-clock without the major costs and overheads of a traditional broadcast system.

STRYME CEO, Mr. Goce Zdravkoski, elaborates: "Our customers expect more, they expect a future-proof and technically sound solution. That is why we think ahead and provide even more benefits, more quality and more flexibility at a reasonable price with just a single system. The 4K UHD-ready GENESIX VideoServer V6 offers four times the resolution of HDTV. And, like its predecessors, it is a fully-fledged, highly flexible multi-channel video server solution with a built-in state-of-the-art graphics engine for real-time graphics feeds, advertisement and product placements on the fly."

The 4K UHD-ready GENESIX VideoServer V6 offers four times the resolution of HDTV.+ Goce Zdravkoski, MBA, CEO of STRYME. The system gave ATV a high degree of flexibility and ensured both, a smooth transition to HD and simple integration into existing processes. ATV programmers now benefit from more reliability, speed and ease of use.

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#### About ATV



ATV is the largest commercial television station in Austria and was the first commercial station to be aired via transmitters after a long time when commercial broadcasts in Austria were only possible via satellite or cable. It has a lot of own productions and program shows.

#### For further information, please contact:

ATV  
Tel: +43/1/213 64-0  
Email: [atv@atv.at](mailto:atv@atv.at)  
Web: <http://atv.at/>

#### 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.

#### For further information, please contact:

STRYME GmbH  
Tel: +43 1 968 11 62 0  
Fax: +43 1 968 11 62 99  
Email: [office@stryme.com](mailto:office@stryme.com)  
Web: [www.stryme.com](http://www.stryme.com)