



## PRESS RELEASE

# Delivering the 4K HDR Experience

**Las Vegas – April 14, 2016** – Evertz helps the industry deliver the UHD (4K) HDR experience. At this year's NAB, interest level in UHD will be enormous as broadcasters launch new UHD services. The additions of High Dynamic Range (HDR), High Frame Rate (HFR) and Wide Color Gamut (WCG) give the end user an immersive experience with UHD.

For NAB 2016, Evertz will be highlighting a number of new products and features that help broadcasters to deliver UHD with HDR. For production, Evertz' DreamCatcher, the platform of choice for UHD IP - Based replay, will demonstrate new features and capabilities that allows for UHD (with HDR and HFR) to be used in the production environment. Both Evertz' Software Defined Video Networking (SDVN) and the new 12G-SDI products allows for distribution of uncompressed UHD over both IP (using ASPEN) and SDI. Evertz will introduce new 12G-SDI routers, 12G-SDI IP gateways, conversion and processing products. For UHD integrated channel playout with HDR, Evertz will demonstrate OvertureRT LIVE -UHD (OVRT-LIVE-UHD). OVRT-LIVE-UHD is the complete channel playout with support for live inputs and advanced channel branding that is being used for new UHD channels today. The new 3482TXE-HEVC provides high density HEVC encoding for the distribution of UHD with HDR signals to the end user.

Evertz provides the complete UHDTV workflow from production to playout to distribution.

For more information, please visit our NAB Booth N1502 or the Evertz website [www.evertz.com/](http://www.evertz.com/)

###

### **About Evertz**

Evertz Technologies Limited designs, manufactures and markets video and audio infrastructure solutions for the television, telecommunications and new-media industries. Evertz provides complete end-to-end solutions to content creators, broadcasters, specialty channels and television service providers to support their increasingly complex multi-channel digital and high definition television ("HDTV") and next generation high bandwidth low latency IP network environments and by telecommunications and new-media companies. Evertz' products allow its customers to generate additional revenue while reducing costs through the more efficient signal routing, distribution, monitoring and management of content as well as the automation of previously manual processes. For additional information, visit [www.evertz.com](http://www.evertz.com)

### **Press Contact:**

Rachel Pool  
Marketing & Communications Manager  
Evertz Microsystems Ltd  
[rpool@evertz.com](mailto:rpool@evertz.com)