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**FOR IMMEDIATE RELEASE**



## **Evertz Public Cloud Playout Solution Wins 2017 IABM Design and Innovation Award**

**September 25, 2017 — Amsterdam, Netherlands** — Evertz, the global leader in media and entertainment technology solutions, received a prestigious IABM Design and Innovation award at the 2017 IBC Show in Amsterdam.

This award recognizes the scale and scope of the Project surrounding Evertz' transformational migration of traditional playout services to a public cloud environment.

This migration has involved numerous ground breaking products, technologies and integrations that have never before been achieved and are critical to both public and private cloud playout applications. Evertz' innovative and proven solution utilizes Mediator-X, OvertureRT LIVE, and Render-X as a fully integrated linear playout and non-linear content distribution platform in public cloud, private cloud, and hybrid architectures giving media companies the agility and flexibility to dynamically scale their operations. The system's ability to rapidly spin-up/down resource and adopt innovative redundancy and resilience models reduces time to market, increases reliability, optimizes costs and enables earlier revenue recognition from new product launches.

Mediator-X is an enterprise class software platform used to manage, deliver, and automate all elements of linear and nonlinear content distribution workflows. OvertureRT LIVE is a cost effective scalable playout engine deployable as a video appliance or a virtual machine running in either a private or public cloud including the Amazon Web Services (AWS) public cloud computing service. Render-X is a powerful transcoding and conform solution that transcodes and repackages content for both linear and non-linear distribution.

"We have developed and deployed at scale an innovative cloud-based playout solution in close partnership with our customers who can now leverage the flexibility and scalability of a truly virtualized playout solution," said Dan Turow, Vice President, File Based Solutions. "We are honored to have been awarded the Design and Innovation award from the IABM and we acknowledge their significant contributions to our industry."

The IABM Design and Innovation award, presented yearly at the IBC show, recognizes innovations that "move the needle" in the media technology industry.

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### **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 multichannel digital, ultra high definition (UHD) and next generation high bandwidth low-latency IP network environments. Evertz' solutions enable 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).