

CONTACT

Evertz
Bob Fung
1 905-335-3700
bfung@evertz.com
www.evertz.com

FOR IMMEDIATE RELEASE



Evertz Supports Love Nature's 4K Television Launch in Canada with UHD Solution

August 22, 2017 – Burlington, Canada – Evertz Microsystems, the global leader in media and entertainment technology solutions, announces that its UHD solution was selected by Blue Ant Media for its recently launched Love Nature 4K (Ultra-HD) linear TV channel in Canada, now available to subscribers on cable carrier, Videotron.

The new 4K channel offers the same line-up of exclusive wildlife and nature series as seen on Love Nature's pre-existing HD channel, but for the first time, will give Canadian TV audiences the advantage of enjoying the programming in its optimal, crystal clear 4K resolution.

Love Nature's 4K TV leverages Evertz's advanced Mediator and OvertureRT LIVE technologies. Mediator provides Blue Ant with a fully automated workflow including content preparation, media asset management (MAM), and playout automation. Blue Ant Media will use OvertureRT LIVE 4K integrated playout engines under Mediator control for this new UHD channel.

"Evertz and Blue Ant Media have a long standing and deep partnership. This relationship and the existing core Mediator system, allowed us to define a quick and simple way to add an additional 4K channel to their system with only incremental costs," said Dan Turow, Vice President of File Based Solutions at Evertz.

"Evertz is considered a leader in providing innovative solutions for UHD and their commitment to service speaks for itself," said Ajay Sirohi, VP, Technology, Blue Ant Media. "We are thrilled with our collaboration with Evertz to bring Love Nature 4K TV to audiences in Canada."

About Blue Ant Media

Blue Ant Media is a privately held international media company that owns and operates 10 media brands including Cottage Life, Love Nature, Smithsonian Channel Canada and Makeful. Blue Ant Media creates and distributes content worldwide ranging from nature to DIY, outdoor living to music, engaging fans across television, digital, magazines and live events. The company also owns Omnia Media, a YouTube network and Choice TV, a broadcast channel in New Zealand. Blue Ant Media is based in Toronto and has offices in Los Angeles, London (UK) and Auckland.

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