



## **PRESS RELEASE**

# **Evertz showcases complete IP Solutions at NAB 2016**

**Ontario, Canada – April 11, 2016** – Evertz (#N1502) is excited for NAB 2016. This year, Evertz will build upon its leadership in the IP transition with solutions that provide flexibility, scalability, and agility. Evertz' Software Defined Video Networking (SDVN) provides a future-proof IP-based foundation to address the growing trends in the industry including At Home Production, UHD (4K) with high dynamic range (HDR), and Cloud services. SDVN enables facilities to meet the needs of today and the needs of the Facility in 2020.

### **Leading the IP Revolution**

With over 40 global installations of its Software Defined Video Networking (SDVN) solutions, Evertz continues to lead the transition to IP. Evertz will highlight advanced features of MAGNUM SDVN, VistaLINK PRO, its high capacity packet switches, and gateways that allow customers to switch open-formats that are standards based.

### **Delivering the 4K HDR Experience**

The interest level in UHD (4K) continues to grow in the industry. 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. Evertz will highlight UHD solutions from production to playout over both IP and SDI, including its new 12G-SDI products. Evertz provides the complete UHD solutions for broadcasters.

### **Enabling the Cloud**

Media companies continue to look for new ways to monetize their content, while maintaining lower operating costs. Evertz will showcase a completely virtualized Media Asset Management (MAM), automation and playout in the public cloud. Evertz will demonstrate both Mediator-X and OvertureRT LIVE VM as virtualized services to provide cost-effective and secure playout facilities in the cloud. Coupled with Render-X, media companies can deliver linear and non-linear content without the costly physical resources.

## **The Broadcast Facility 2020**

At NAB 2016 Evertz will also introduce the “Facility 2020”. With broadcasters deploying IP, a paradigm shift will be realized on how resources and workflows are managed. Facility 2020 leverages on and off-premise cloud-based compute for virtualization, path finding, resource management, and analytics to create and deliver content more efficiently and cost-effectively.

## **Enhancing Production Workflow**

DreamCatcher, an IP-based platform, enhances the production workflow. Leveraging its 10GbE networked architecture and MAGNUM, DreamCatcher nodes can scale to meet any needs in the production workflow for capture, playout, replay, edit and packaging. DreamCatcher, as a software defined data center (SDDC), is a game-changer for any production facility looking to capitalize on IP and the new opportunities it offers.

## **Delivering Content Everywhere**

Evertz comprehensive range of compression products delivers broadcast quality video from any lens, through any network, to any device. Our multi-format, multi-codec solution offers the most scalable, flexible and innovative video delivery platform for any application. To help broadcasters transition to UHD TV, Evertz offers a full portfolio of 4K encoding products (including HEVC) for contribution, distribution and OTT encoding.

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

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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 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)

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