Press Release

For Immediate Release

Evertz Delivers Cloud Playout and MAM Solutions on AWS

Las Vegas - April 13, 2016 - At NAB 2016, Evertz Microsystems will be demonstrating a fully virtualized Media Asset Management (MAM), Automation and Playout solution running on the Amazon Web Services (AWS) Cloud. Mediator-X (Evertz' latest generation MAM) and OvertureRT-LIVE (Evertz' "all-in-one" integrated playout server) are fully virtualized and offer media companies enterprise class and cloud-based playout and content management solutions.

Mediator-X is an advanced Media Asset Management (MAM) and workflow engine that optimizes the preparation and distribution of both linear and non-linear assets. Mediator-X supports automated and rules-driven workflows for all elements of the media processing chain including: content ingest, quality-control (QC), quality-assurance (QA), archiving, versioning, conformance, transcoding, regionalization and captioning/sub-titling. Mediator-X is architected to deliver advanced media processing functions, complex elastic searches and analytics by integrating the next generation of database technologies. Mediator-X is also tightly coupled with the Evertz Render-X conform/transcode product offering. Together, Mediator-X and Render-X streamline and accelerate many of the conform and transcode processes implemented within non-linear delivery workflows. OvertureRT-LIVE is a highly integrated channel playout solution. With OVRT-LIVE-VM, all elements of a traditional playout and emission chain can be virtualized and deployed in the AWS Cloud and in on-premise environments to enable hybrid deployment architectures.

At NAB 2016, Evertz will be highlighting Mediator-X, OVRT-LIVE-VM and Render-X-VM running on Amazon Elastic Compute Cloud (Amazon EC2) instances on the AWS Cloud. When coupled with Amazon Simple Storage Service (Amazon S3) and Amazon Glacier storage, customers can implement a completely virtual playout facility running on the cloud. Evertz' virtualized solution takes advantage of the multi-region and multi-Availability Zone (AZ) capabilities in AWS and the new Mediator-X clustered core architecture to deliver a high availability solution.

"As media companies continue to look for ways to monetize their content across multiple platforms, the pressure to consider alternative implementation and deployment models continues to grow," said Dan Turow, VP of File Based Solutions. "The combination of Mediator-X, OVRT-LIVE-VM and Render-X running on the AWS Cloud allow our customers to quickly address new opportunities and reduce their infrastructure costs. These include unique solutions for 24/7/365 linear channels, short term "pop-up" channels, low-cost disaster recovery (DR) solutions, and highly optimized non-linear distribution architectures, amongst others."

"Digital media creators, producers, distributors and publishers leverage the on-demand, pay as you go benefits of the AWS Cloud to create, deliver and measure compelling content and customer experiences. Evertz is a leader in the MAM and playout market, and they are addressing the current and future needs of our media customers with their latest offering," said Bhavik Vyas, Global Segment Leader, Media and Entertainment, at Amazon Web Services, Inc. "We are thrilled to be working with Evertz and assisting with the adoption of these innovative technologies based on the AWS cloud. Together we can deliver a 100% enterprise class and cloud-based solution that global media companies have been searching for; enabling the freedom to reduce, or potentially eliminate the need to own and operate physical data centers."

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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") broadcast environments, 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

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