

CONTACT

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

**FOR IMMEDIATE RELEASE**



## **Evertz' Award Winning File Based Solutions Featured at NAB 2018**

**BURLINGTON, ONTARIO, CANADA** – April 4, 2017 – Evertz, the global leader in media and entertainment technology solutions, announces its latest innovations in file based solutions to be showcased at the NAB show in Las Vegas, April 7-12, 2018.

Mediator-X, Evertz' software platform for automating Enterprise Scale media workflows within Linear and Non Linear applications, will be on display showing how to streamline content preparation workflows, orchestrate third party content validation and processing tools, centralize playout operations and simplify mass deliveries of Non Linear assets.

Evertz will also be showcasing the power of Mediator-X and its advanced integration with a number of vendors in cloud based environments:

[Interra Systems BATON®](#), a file-based QC solution which simplifies the automation of quality control (QC) tasks. This seamless integration between BATON® and Mediator-X enables media enterprises to automatically perform QC checks on media files during each stage of workflow, providing instant alerts and reports on issues.

[AVID Illuminate](#), a leading developer of dialogue and audio analysis products expands quality assurance, reporting and content repair capabilities. The unique integration between AVID Illuminate and Mediator-X streamlines media verification, and enables automated closed caption and video description verification, caption alignment and language identification.

[Cloudian HyperStore](#), scalable object storage, providing a powerful solution that delivers instantly accessible media to accelerate workflows. The combined solution delivers seamless streaming of media to Mediator-X for mission critical content review, quality control and rendering applications.

Evertz' OvertureRT-LIVE, a real-time software based playout engine will also be on display at NAB 2018. This adaptable modern platform is ideal for public, private and hybrid cloud environments. The OvertureRT-LIVE supports a variety of playout applications including UHD, 4K, HD and SD environments that require both file based playback and dynamic live events. Native support for HDR (High Dynamic Range) is embedded within this same platform. This powerful solution allows media companies to centralize their playout operations.

OvertureRT-LIVE's enhanced live workflow integration will be demonstrated with [iPowow](#), a social media aggregator and moderation solution. This solution provides millions of television viewers the power to interact with their favorite TV show, thus providing an enhanced real-time viewing experience.

Evertz' Render-X is a lightning fast transcoding and conform solution which accelerates advanced conform workflows and transcoding jobs. The Render-X integrates with multiple leading edge third party technologies

including Cinnafilm's ground breaking Tachyon® standards converter as well as watermarking processes from Nielsen, Kantar Media and NexGuard.

"It's more important than ever in today's ever changing media landscape to choose a solution that can grow with your business and easily integrate with different technologies," said Martin Whittaker, Technical Product Manager of File Based Solutions at Evertz. "Our award winning solutions and advanced integrations with these industry leading third party vendors enable our customers to deliver high quality content on every screen, in a cost efficient solution."

Evertz will be demonstrating these solutions in both a Private Cloud and Amazon Web Services' Public Cloud Environment. Amazon Web Services (AWS) is a secure cloud services platform, offering compute power, database storage, content delivery and other functionality to help businesses scale and grow.

Evertz is a leader in delivering File Based, Enterprise Scale Public Cloud solutions and has already successfully delivered a number of projects in Amazon Web Services. At NAB, Evertz will be demonstrating advanced integration with the Amazon Web Services platform which includes elastic automated recovery of playout and transcode engines.

#### **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, 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)