Press Release

Evertz' 3480TXE and LIVE-X Solution facilitates the launch of a new Streaming VOD Platform for one of the World's Largest Content Creators

December 8, 2015 — Evertz is proud to announce that its 3480TXE transcoder and LIVE-X architecture is being used to facilitate the launch of a new Streaming Video On Demand (SVOD) platform for one of world's largest content creators. The Evertz solution is enabling the global content creator to launch the best video quality Over The Top (OTT) SVOD platform on the market today.

Evertz Trancoding was chosen for this project because the 3480TXE software defined accelerated platform outperformed the competition, excelling in both best video quality and highest density.

With the immense demand and growing popularity of OTT video delivery, the SVOD platform is no longer seen as a second screen application. Therefore, content creators are approaching SVOD deployments with the same high video quality standards and requirements as found in traditional broadcast.

"Now that SVOD has become the first screen - it really comes down to quantity times quality. Our 3480TXE platform allows our customers to deliver the most content at the highest video quality thereby providing the best viewer experience," says Abdullah Merei, Product Manager for Compression Systems at Evertz.

This particular customer is using Evertz LIVE-X solution for Non-Linear Delivery. LIVE-X orchestrates, transcodes, and delivers all the archived content to the SVOD platform, as well as provides conformance and metadata management. The successfully deployed solution integrates the 3480TXE software defined accelerated platform with Mediator, Evertz media asset management system, and OVRT-RENDER-X, Evertz "faster than real-time" render engine. The 3480TXE is registered in the system as a transcode resource that Mediator utilizes to execute file transcode jobs. As part of the LIVE-X architecture, Mediator accesses the stored content and schedules the transcoding and delivery of all assets. As an added benefit and a feature unique to the Evertz solution, the delivery of content to the SVOD platform is automated. Evertz LIVE-X is a "faster than real-time" architecture that leverages Evertz 10GE SDVN technology to increase operational efficiency and reduce time-to-market for high throughput SVOD asset management.

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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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