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# FOR IMMEDIATE RELEASE



## **Evertz Partners with CBS on Newly Launched “Digital Lifestyle,” 100% Cloud-based Channel**

October 7, 2019, Burlington, Ontario --- Evertz, a global leader in media and entertainment technology solutions, partnered with CBS to bring to life “Dabl,” the network’s new Digital Lifestyle Channel hosted in the public cloud using Evertz’s advanced Mediator-X and Overture Playout solutions. The Mediator-X and Overture Playout solutions are deployed across multiple availability zones within the public cloud to deliver geographic resilience. The new channel marks a major milestone for CBS as it adopts new cloud-based technologies to enhance organization efficiency, agility and scalability.

Evertz’s technology includes two cloud-based Mediator-X cores. The first instance of Mediator-X is utilized as a master Media Asset Management (MAM) system for both linear and non-linear asset processing and deliveries as well as associated metadata. Mediator-X native integration with S3 storage is used to support registration and import of content into the system. The second instance of Mediator-X forms the heart of the linear automation and playout system. Both systems utilize an advanced HTML5 user interface that can be accessed from multiple geographic locations using standard web browsers.

The Overture Playout engine solution, also deployed within the public cloud, generates the high quality and feature rich linear streams with full support for complex graphics and all required audio and ancillary data processing. Evertz has worked closely with both CBS and AWS (Amazon Web Services) to coordinate connectivity from the public cloud to existing on-premises infrastructure for control, monitoring and final distribution. Evertz CloudBridge technology is used for robust streaming from the cloud to on-premises facilities. The Evertz VUE real-time control surface integrates with Mediator-X and Overture running in the public cloud to provide a fully transparent control mechanism for master control operators.

“We are honored to be working with a market leader like CBS to further drive the adoption of cloud technologies into the market” said Dan Turow, Vice President of File Based Solutions at Evertz. “This success is a result of our great partnership with CBS and their commitment to creating a truly automated and virtualized media platform with significant ability to grow and expand.”

“We are excited to launch this new channel completely from the Cloud,” said Glenn Oakley Executive Vice President of Operations and Engineering at CBS. “The Evertz Cloud playout solution delivers a proven technology that has been mass deployed in the market. It aligns perfectly with our long-term optimization vision of executing with cloud technology to further drive our innovation and competitiveness.

### **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 multichannel 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 [evertz.com](http://evertz.com).

### **About CBS Corporation:**

CBS Corporation (NYSE: CBS.A and CBS) is a mass media company that creates and distributes industry-leading content across a variety of platforms to audiences around the world. The Company has businesses with origins that date back to the dawn of the broadcasting age as well as new ventures that operate on the leading edge of media. CBS owns the most-watched television network in the U.S. and one of the world's largest libraries of entertainment content, making its brand — “the Eye” — one of the most recognized in business. The Company's operations span virtually every field of media and entertainment, including cable, publishing, local TV, film and interactive. CBS' businesses include CBS Television Network, The CW (a joint venture between CBS Corporation and Warner Bros. Entertainment), Network 10 Australia, CBS Television Studios, CBS Global Distribution Group, CBS Consumer Products, CBS Home Entertainment, CBS Interactive, CBS All Access, the Company's direct-to-consumer digital streaming subscription service, CBS Sports Network, CBS Films, Showtime Networks, Pop, Smithsonian Networks, Simon & Schuster, CBS Television Stations and CBS Experiences. For more information, go to [www.cbscorporation.com](http://www.cbscorporation.com).