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Evertz Announces the Acquisition of Ease Live AS (formerly of Sixty AS) in Norway

Deal Combines Live Interactive Graphics On Connected Devices With Evertz Cloud Production and Playout



Burlington, Canada — October 30, 2020 – Evertz, the global leader in cloud media and entertainment technology solutions, is excited to announce the acquisition of [Ease Live AS](#) (formerly part of Sixty AS), based in Norway. Evertz will now offer its customers live interactive graphic overlays, at the edge, that will drive interactive experiences for OTT Video Service Providers. Ease Live AS will be deeply integrated with Evertz cloud production solutions for the benefit of its live sports, live events, and linear channel customers.

The Ease Live AS interactivity platform makes OTT video services come alive in the hands of the audience.

The Ease Live AS software-as-a-service (SAAS) technology platform, the engineering team, and the Ease Live AS customers will now operate as a subsidiary of Evertz. Evertz and the Ease Live AS team will offer its customers a complete cloud-based solution that will drive viewer personalization, engagement, and interactive features.

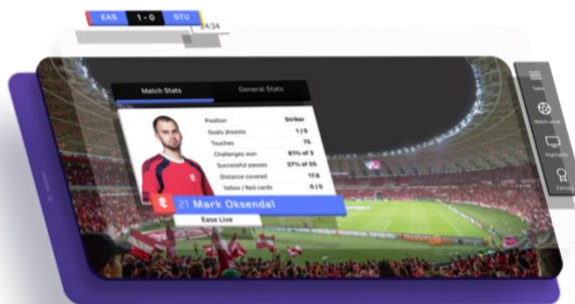
“Digital has become the priority for our entertainment, sports and news customers, so we are excited to bring interactive graphics to the edge,” said Romolo Magarelli, CEO of Evertz. “Our customers are looking for fast implementations of graphics that can drive new ways to engage their audiences.”

To keep up with consumer demands, the industry has shifted towards OTT viewing. Broadcasters and other Video Service Providers, are constantly looking for ways to maintain and improve audience engagement rates. Ease Live AS enables this trend by providing more interactive and personalized content delivered to the consumer’s device. Evertz and Ease Live AS can produce live sports and other forms of digital content from the cloud, with comprehensive metadata tagging, that offers deep levels of video personalization. For video rights holders this opens the door for more sponsorships, advertising inventory, and eventually, in game betting and wagering.

“Ease Live AS over the last three years, through Sixty AS and prior to acquisition, has expanded its capabilities with its customers. We specialize in creating and distributing new content experiences. Our interactive TV graphics platform enables connected devices to become interactive and personalized - all in the hands of the end users. It’s all about delivering better viewing experiences on top of what has already been invested in OTT, said Kjetil Horneland, Chief Executive Officer, Ease Live AS. “We are excited to be part of the Evertz family adding significant fire power to our growth.”

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 cloud 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, remote



production, monitoring and management of content as well as the automation and orchestration of more streamlined and agile workflow processes on-premise and in the “Cloud”. For additional information, visit evertz.com.