

Press Release

For Immediate Release



Evertz and Sony making strides in IP Collaboration at IBC 2015; Both Demonstrate the Transition to 4K IP-based Broadcast and Production

Amsterdam – September 11, 2015 - For IBC 2015, Evertz, a leader in IP infrastructure solutions for the Broadcast Industry, is proud to announce the progress of the continuing collaboration of its Software Defined Video Networking (SDVN) solution and Sony's IP Live Production System with Network Media Interface (NMI).

The industry leading IP innovators for live production will demonstrate the seamless integration of their technologies in each other's IBC booths, Evertz #3.C20 in Hall 3 and Sony #12.A10 in the Hall 12. Each demonstration will include MAGNUM, Evertz SDVN Orchestration and Control and Sony's IP Live Production switching Sony NMI over Evertz high capacity switch fabrics. This advanced integration allows both companies to deliver a comprehensive solution for IP production environments.

"We are excited to be working with Sony on the delivery of compelling IP solutions to the marketplace," said Eric Fankhauser, Vice President, Product Development at Evertz. "It's great that two industry innovators can work together to deliver an integrated IP solution from production to playout based on Evertz SDVN and IP Infrastructure solutions and Sony's IP Live Production System. This collaboration will certainly help smooth the transition to IP-based facilities and workflows."

Evertz' globally deployed SDVN solutions have led the transition from SDI to IP. Over the past year, large broadcast and production facilities have deployed Evertz' high capacity switch fabrics and IP media gateways. At the core of these deployments is MAGNUM, which acts as the SDVN Orchestration and Control to bridge both IP and SDI infrastructures.

Sony's Networked Media Interface packetizes, transmits and clean-switches, HD and Ultra HD (4K) video, audio, and metadata in real time over standard network infrastructures. With reference to SMPTE RDD34, Sony IP technologies use a low latency video codec (LLVC) to support the compression required

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for Ultra HD (4K) 60p transmission over 10 Gbps network bandwidth.

“Evertz is the key partner company to collaboratively develop IP based end-to-end workflow which can be an industry’s driver for nurturing and standardizing future architectures of IP video and audio network infrastructure and interoperability,” said Hiroshi Kiriya, Senior General Manager of Content Creation Solution Division, Sony Corporation. “Our collaboration with Evertz and IP Live Production System technology developments will ensure that media and entertainment industry customer’s requirement for end-to-end IP-based networked solutions are fulfilled.”

Visit Evertz at IBC Booth 3.C20.

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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