



Think further

IBC 2015: Anyware Video strengthens its presence and celebrates new international success!

October 2015 will mark a new milestone for Anyware Video. With over 16 years of investing in our leading-edge R&D and generating a growing interest for our solutions in Africa and Asia, our Marseille-based company has been selected to be part of 11 businesses representing France at the launch of 'France-Japan year of innovation'.

It is therefore thanks to these exceedingly favourable conditions that Anyware will be coming to IBC2015, a few days before the launch, to continue the presentation of its constantly evolving product line. We will put forward our capture solutions ClipShuttle® and InGenie®, both associated with the broadcast server DubMaster®; they will be our flagship products in Amsterdam.

In addition, Anyware Video will expose its R&D's latest 4K versions of "Channel-in a-box® 4K" and "CastGenie® 4K".

Marseille, France-August 6, 2015

Growing interest for the flexibility of our solutions

Having proven the pertinence of our Channel-in-a-box®, we are coming to Amsterdam to showcase our capture solutions. The objective for Xavier Picat (CEO of Anyware Video) is to capitalize on the "great interest expressed by many prospects for flexibility and quality of these products".

These include specifically three products that have now reached maturity:

- ▶ *ClipShuttle®*, ultimate solution for mass acquisition and transition to tapeless technology;
- ▶ *InGenie®*, live acquisition product and automation of associated workflows ;
- ▶ *DubMaster®*, most adaptive video broadcast server on the market.

At the same time, a new product will be demonstrated to the IBC visitors; Channel-in-a-box 4K, for broadcasting 4K video and applying dynamic on-air graphics with real-time 3D effects, and all from a single machine!

In comparison with the major tools of the broadcasting industry's world leaders, our acquisition products provide the utmost flexibility. They make the acquisition workflow more fluid and significantly improve your channel ROI (terrestrial, satellites, IP-TV and ISP). Moreover when used with our video server DubMaster®, the content can be simultaneously digitized in SD&HD and streamed. Best of all, they are all integrated in the All-in-one® solution as a thin client! Result: easy deployment with minimal equipment.

All-in-a-box : everyone wants one!

These competitive strengths- simplicity and flexibility- have brought us new clients. The 'all-in-a-box' approach has enabled them to have a bespoke, high-end product for a low cost price! Many of them, unsatisfied with the performance (on air graphics, effects...), ergonomics (acquisition, workflow...) or reliability of their low cost solution, opt for our very high quality solution that is installed on a single machine. Result: improvement in comfort for the user, cost optimization... while maximizing ROI.

Today, this approach is highly demanded whatever may be the needs of the broadcasters. Our solutions continue to attract interest from major players in this sector, making them more and more recognisable. However, they can also be put to use for more specific needs.



Think further

Originally developed to be controlled remotely, 'All-in-a-box' enables the channels that opt for this feature to overcome system constraints, which is particularly useful in the areas where broadcasting is complex for environmental reasons.

Development in Africa-Asia is ongoing

All-in-a-box, Channel-in-a-box, acquisition: continued development of the existing solutions and their adaptation to the challenges of the new markets have enabled Anyware Video to implement new projects, with new clients, on new territories.

- **Africa:** thanks to the right balance between their prices and the features offered, it's our products (Pige Antenne[®], Channel-In-a-Box[®]) that accompany the switch-over of the continent to DTT and the migration of the solutions in place.
- **Middle-East:** the opening of our new office in Dubai has enabled us to sign new distribution contracts and strengthen our position in the Middle Eastern market.
- **Japan:** the opening of our office in May 2015 came from numerous encounters with major Japanese companies during IBC 2013 and 2014. These well-advanced contacts led us to be regularly called upon to work on selected projects in close collaboration with the Japanese prospects. Result: an exceptional welcome in response to this proactive approach, perfectly in line with the values of the Japanese market.

Presently, we are examining with several clients the replacement of their current system that they wish to abandon after an unsuccessful attempt, exacerbated by the lack of support. The return of these channels to Anyware Video's fold best demonstrates the relevance of our positioning: low prices are not acceptable if they are not accompanied by a total requirement for quality, innovation, service, adaptation and responsiveness to the needs of the client.

Consequences to this approach: incoming calls multiply and projects become concrete. They reflect the growing interest for our products **AND** for our methodology.

The omnipresence of our high standards is the key to our success!

Meet us at IBC2015, from 11 to 15 September 2015 -Hall 8 Stand B36c



Discover why more than hundreds of channels around the world have already trusted Anyware Video and use its solutions for more than 16 years.

Demonstrations without appointment, the latest innovations on Anyware Video stand

anyware video Think further

Press Contact
Vincente CHARBONEL

Tel: +33 491 428 856
Email :vincente.charbonel@anywarevideo.com

Visit us Hall 8 - Stand B36c
www.anywarevideo.com