



Anyware Video and Arkena unite to introduce an innovative solution for 4K broadcast

Amsterdam, 10th September 2016: *Arkena, one of Europe's leading providers of media services, and Anyware Video, key player in the European broadcast industry for over 17 years, announced today a strategic partnership to offer 4K broadcast services.*

Anyware Video's technical edge combined with Arkena's unique positioning on the media market propels an innovative platform for full-IP 4K playout to the forefront of IBC2016, conceived and designed by Anyware Video's R&D center and integrated by Arkena to fit its 4K playout platform.

Anyware Video's OneGenie®4K solution was designed according to the requirements expressed by Arkena, focused on the functional expectations of multichannel broadcasters. Anyware Video has brought its expertise in web client interfaces to facilitate the deployment, supervision and multichannel remote operation.

For its part, Arkena carries out the integration of the solution by ensuring the correct dimensioning of the playout platform for 4K content and operates the 4K broadcast 24/7.

"We partnered with Anyware Video to propose a broadcast solution capable of meeting our capture, live management, responsiveness and UHD broadcast requirements. The solution meets the criteria of quality and operational prerequisites of our multichannel broadcast workflow" said Bruno Bouillat, Broadcast Project Manager.

"Our collaboration with Arkena, for the past 10 years, has naturally led us to propose together to SFR Sport 4K our OneGenie®4K solution chosen for its excellent interoperability, reliability, its dynamic channel branding, playout and proven automation. We share with Arkena the comprehensive support of customer values by offering complete and open solutions, enabling them to break free of various constraints and to focus on their work. Convinced of the combined strength of our two brands, we strive to support customers of Arkena with the innovative solutions of tomorrow" says Xavier PICAT, CEO of Anyware Video.

Come discover this solution on the booths of Arkena (1.B79) and Anyware Video (8.B36b) at IBC from the 9th to 13th of September 2016 in Amsterdam.



About Arkena

After more than 20 years of experience, Arkena is one of Europe's leading service providers in the media industry. With a strong presence in Europe and the United States, Arkena helps broadcasters, telecom operators, VOD platforms, content owners and various other types of businesses in managing their linear and on-demand workflows.

Arkena provides the know-how, the experience and the expertise that enable them to distribute their content everywhere, regardless of scale and complexity.

Arkena is a TDF company. www.arkena.com @ArkenaPlay

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About Anyware Video

Referent in the European market of Broadcast for over 17 years, Anyware Video designs and develops complete solutions finely tailored to the needs of its customers. Serving channels and broadcasters in Europe, Africa and the Middle East, and Japan, with an office in the heart of Tokyo, Anyware Video offers high-performance products, at the forefront of technology, while closely responding to the challenges encountered in a continuing effort to control costs.

OneGenie®4K, flagship of Anyware Video's R&D, completes the range of all operable products, configurable and supervisable through web client interfaces. The solution architecture enables broadcasters, whether it may be local players or national channels, to optimize their operations by using the full potential of IP technology to deploy and control their technical infrastructure.

A company on a human scale, leaning on the proven expertise of its engineers and significant investments in research and development, Anyware Video is accessible to all Premium, local or thematic channels. Its proposed tools do not require lengthy training sessions and facilitate remote administration, black mark of small structures.

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