Imagine Communications Brings Media Industry Transformation into Focus at IBC2016

Company to showcase how it is ‘Delivering the Future of TV Today’ by assisting customers in all regions to seamlessly transition operations to more agile and versatile environments

DALLAS, 26 July, 2016 — Imagine Communications, empowering the media and entertainment industry through transformative innovation, will shine a spotlight at IBC2016 on the current state of the media and entertainment industry’s evolution to a new technology foundation and how the company is delivering advanced solutions today that will help broadcasters, service providers and other media companies accelerate the modernization of their production, playout and distribution facilities. IBC2016, the media and entertainment industry’s largest European tradeshow and exhibition, which begins September 9 in Amsterdam, will also be the venue for Imagine Communications, a founding member of the Alliance for IP Media Solutions (AIMS), to unveil its latest innovations, demonstrate the widespread interoperability of its solutions and present a series of knowledge-sharing seminars featuring thought leaders from across the media and entertainment and IT industries.

Media companies, recognizing the need to increase the flexibility and versatility of traditional operations to meet rapidly evolving consumption requirements, have spent much of the past few years gaining familiarity with next-generation architectures and technologies, including IP, software-defined networking and virtualization. With dozens of media companies now actively deploying these advanced solutions to gracefully transform their live production, playout, multiscreen distribution and ad management operations, IBC2016 marks a significant milestone in the technology transformation of the media and entertainment industry.

“The last few years have been about accepting the need to transform and overcoming uncertainties that IT-oriented, generic compute and networking platforms are able to deliver the robustness, precision and reliability needed to handle the most demanding media operations,” says Charlie Vogt, CEO of Imagine Communications. “We are now entering another phase of the transformation of the industry and that is the practical and growing adoption of next-generation architectures that enable media companies to expand their businesses and maintain their competitive edge without sacrificing quality, reliability or disrupting their current operations and investment cycles. At IBC2016, Imagine Communications will demonstrate how we are delivering to our customers the future of TV, today.”

An additional IBC2016 objective for Imagine Communications is to demonstrate how it is working with leading IT companies, standards bodies and its customers to overcome any lingering concerns, both cultural and technical, that are prompting some media companies to delay the modernization of their operations. A strong presence in multiple standards bodies and trade organizations, Imagine Communications will participate in and host multiple interoperability demonstrations that illustrate industry-wide support for field-proven procedures and specifications, including SMPTE 2022, AES-67, and VSF TR-04/TR-03.

“One of our top priorities at IBC2016 is to help reduce the anxiety associated with making strategic investments — today or in the future — that still hinder the decision making of some media companies,” adds Vogt. “At this year’s IBC we will be demonstrating our commitment to widespread compatibility and the graceful integration of the media and IT domains through live interoperability
IBC2016 will mark the European debut of several product innovations from Imagine Communications that bring generational advances to the way broadcasters, content owners and distributors and other media companies are able to move, manage and monetize video content. Attendees will experience the latest solutions from Imagine Communications in live production, playout, multiscreen delivery, advertising management and the transition to virtualized environments and the cloud.

**Live Production**
Hybrid SDI-IP routing and multiviewer solutions empower media companies to transform live production operations and leverage commercial-off-the-shelf (COTS) IT-equipment without squandering investments in traditional broadcast technology or sacrificing performance. Imagine Communications’ production and contribution portfolio provides ultra-low latency encoding and decoding and the delivery of uncompressed media over IP transport, as well as support for Sony Network Media Interface (NMI) and intoPIX TICO mezzanine compression for UHD operations. Imagine’s live production portfolio also supports the most recent UHD processing technologies, including up/down conversion and the latest standards for delivering media over IP networks, high dynamic range (HDR) image quality and precision timing.

**Playout**
Imagine Communications’ Versio™ UHD playout and graphic workflow solutions support compressed or uncompressed IP-based playout, advanced multichannel and UHD playback and branding. Also featured will be a new user interface, new automation features and the company’s native IP and hybrid playout and master control solutions, which seamlessly unify playout, automation and graphics supporting fully virtualized deployment for cloud environments.

**Multiscreen Delivery**
Imagine’s multiscreen delivery portfolio is among the most comprehensive available and supports high-density and high video quality transcoding and delivery for OTT linear and VOD services. An end-to-end cloud DVR solution, including recorders and packagers, is supported by advanced storage optimization capabilities that enable video service providers to cost-effectively meet various legal and copyright requirements, including private copy laws. The company’s next-generation dynamic ad insertion and unified distribution portfolios enable content distributors to consolidate and simplify their infrastructures to reduce costs and explore new monetization opportunities.

**Advertising Management**
Imagine’s end-to-end, omniplatform ad management portfolio features open, modular systems that help maximize ad revenue. Highlighted capabilities include sales, scheduling and analytics for linear and nonlinear delivery. The company will also demonstrate groundbreaking integration of playout and scheduling achieved through the unification of its Versio™ and xG Schedule™ solutions.

**Transition to Virtualized Environments**
Close collaboration with IT giants Microsoft and Hewlett Packard Enterprise (HPE) will be highlighted at IBC2016 throughout Imagine Communications’ booth. Microsoft Azure Certified solutions based on Imagine Communications’ 100-percent software based playout and live encoding solutions will be featured, as will media cloud services that leverage HPE’s cloud-based, virtualized and orchestrated network services. Imagine Communications will also showcase how its next-generation offerings, including processing, playout and monitoring, are powered by Zenium™, the company’s innovative workflow management platform.

**ImagineLIVE! Power Sessions**
Imagine Communications will again host its popular ImagineLIVE! Power Sessions, a series of presentations and interactive discussions featuring prominent executives and subject matter experts from Imagine Communications and its partners and customers from across the IT and media and
entertainment industries, at its booth (Amtrium, Stand 4.A01). Twice a day, for the duration of the show, attendees will have first-hand access to information and insight on the trends and events that are influencing the decisions of media industry professionals today and into the future. A schedule and full description of ImagineLIVE! Power Sessions will be available several weeks prior to IBC2016.

Visit Imagine Communications at IBC2016 at the Amtrium, Stand 4.A01. For more information about Imagine Communications' products and solutions, please visit www.imaginecommunications.com.

**About Imagine Communications**

Imagine Communications empowers the media and entertainment industry through transformative innovation. Broadcasters, networks, video service providers and enterprises around the world rely on our optimized, future-proof, multiscreen video and revenue enablement solutions every day to support their mission-critical operations. Today, nearly half of the world’s video channels traverse our products, and our software solutions drive close to a third of global ad revenue. Through continuous innovation we are delivering the most advanced IP, cloud-enabled, software-defined network and workflow solutions in the industry. Visit www.imaginecommunications.com for more information, and follow us on Twitter @imagine_comms.