PRESS RELEASE

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August 29, 2017

New combination of industry-leading products offers flexible and high-density file-based or live transcoding with an unprecedented H.264, HD or 4K processing capacity within standard servers or rack units.

Avioon announces partnership with Artesyn Embedded Technologies to create joint hyper-scalable and high-density video transcoding solutions

- Avioon launches new video transcoding solution at Europe's biggest media trade show
- FLICS transcoding software delivers advanced management and scaling capabilities
- Combination with Artesyn technology maximizes media processing capacity
- High-density transcoding services can be extended across on-premise and cloud platforms

August 2017
(Avioon) Wiesbaden/Cologne: **Avioon announces partnership with Artesyn Embedded Technologies to create joint hyper-scalable and high-density video transcoding solutions**

Software manufacturer Avioon will unveil its partnership with Artesyn Embedded Technologies at the 2017 IBC trade show in Amsterdam, Netherlands. The companies will demonstrate the combined FLICS and SharpStreamer/MaxCore products to customers and partners in booths 5.B06 and 5.C12 from September 15-19.

"The FLICS transcoding software, combined with the Artesyn cards and server platforms, represents a new generation of transcoding power and scalability," says Tilo Skomudek, Avioon CEO, "We are excited about the opportunity to partner with Artesyn to bring affordable and flexible transcoding solutions with unprecedented compute-density to customers and partners at the 2017 IBC Expo."

The combined solution targets video production and publishing companies who need to optimize costs and right-size transcoding capacity by dynamically maximizing the number of streams or channels within a given computing processing unit.

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FLICS works seamlessly with Artesyn's SharpStreamer 72xx series of high-density PCI Express cards to offer HW-based acceleration of HD and 4K video with dynamic transcoding service management. Customers can choose deployment options such as using standalone cards as within their own choice of hardware, or combining the 72xx cards within Artesyn's 3RU MaxCore platform, 1RU/2RU SharpStreamer servers or CG19-GPU sled for telecom open compute architectures.

The FLICS software is certified by Artesyn and can be integrated and extended into virtual or cloud-based swarms of transcoding services that allocate capacity dynamically based on demand, formats, priority and more.

"The sheer density of HEVC transcoding that is now possible with the combination of Artesyn's hardware and Avioon's FLICS software is unparalleled in the industry," adds Daniel Leih, Product Marketing Manager, Artesyn, "We are hearing about one billion HEVC-enabled devices across the globe from a single manufacturer so the question for broadcasters, networks and content owners is, *are you ready*?"

About Avioon
Avioon designs and develops high-performance, scalable software products for the expanding markets of video preparation, conversion and distribution. We leverage the latest technology to ensure that our solutions meet the rigorous demands for rapid implementation and cost-efficiency. For customers and partners, content owners and media companies, Avioon enables flexible business models with cloud-based, on-premise or hybrid consumption of technology as managed services. As an integral part of your media delivery supply chain, the Avioon products support usage & subscription-based operation. Avioon was founded in 2014 and is privately owned, backed by a group of companies with long records of accomplishment from the international media solutions and services industry. From its head offices in Cologne, Germany, Avioon delivers products directly to customers or via a growing reseller and OEM partner network.

About Artesyn:
Artesyn Embedded Technologies is a global leader in the design and manufacture of highly reliable power conversion and embedded computing solutions for a wide range of industries including communications, computing, consumer electronics, healthcare, military, aerospace and industrial automation. For more than 40 years, customers have trusted Artesyn to help them accelerate time-to-market and reduce risk with cost-effective advanced network computing and power conversion solutions.

Artesyn's engineering and technical support is backed by world-class manufacturing that can significantly reduce time-to-market and help customers gain a clear competitive edge. Headquartered in Tempe, Arizona, Artesyn has over 16,000 employees worldwide across ten engineering centers of excellence, four world-class manufacturing facilities, and global sales and support offices.

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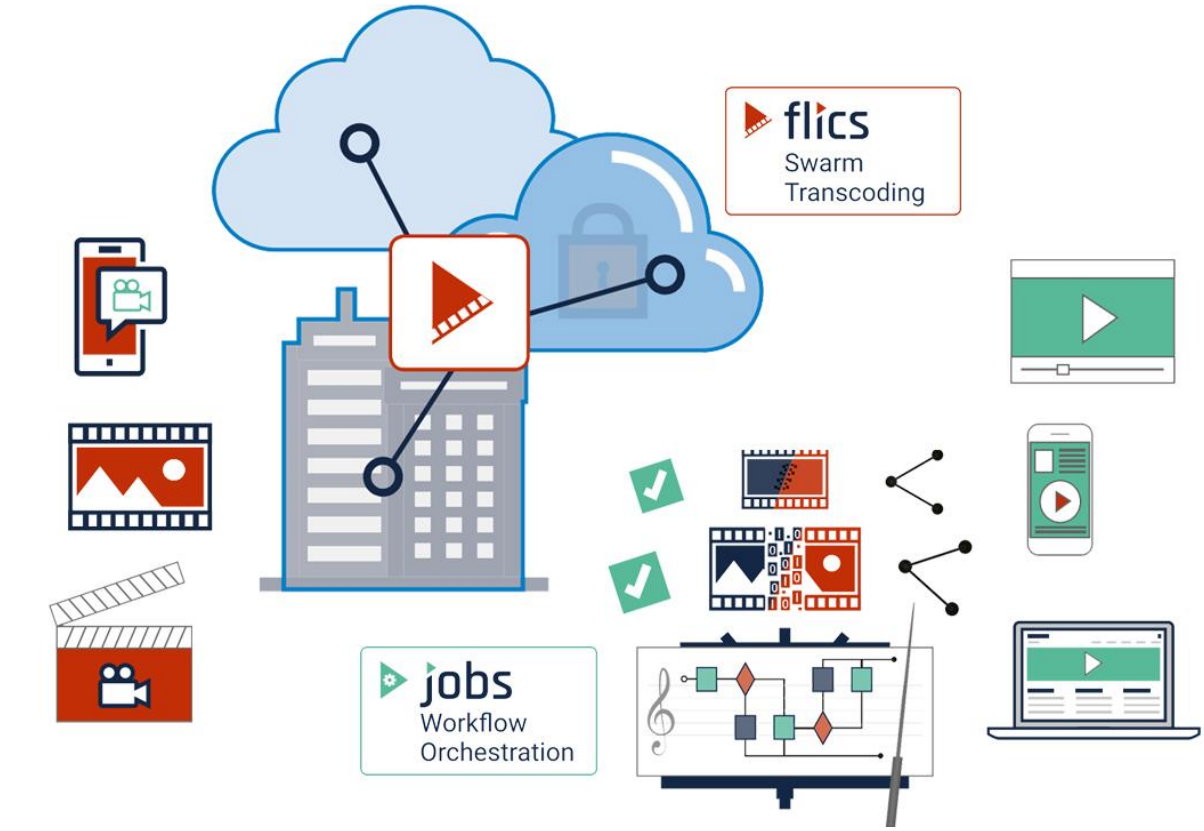

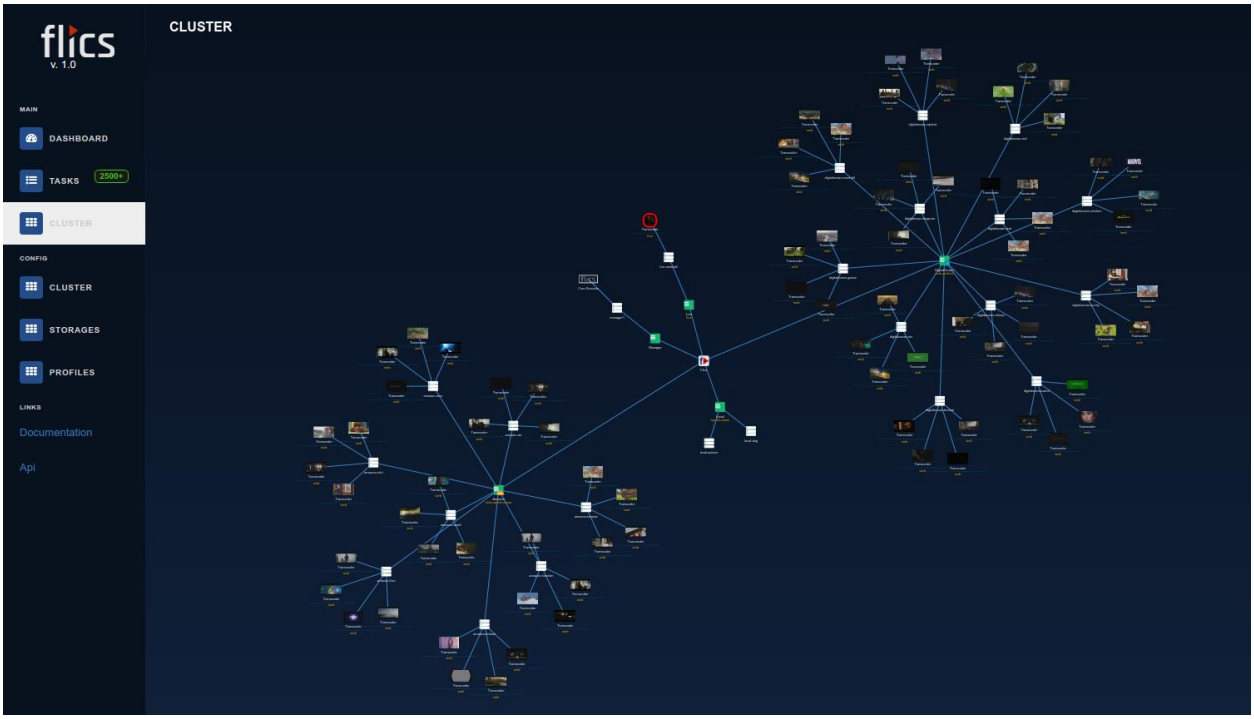
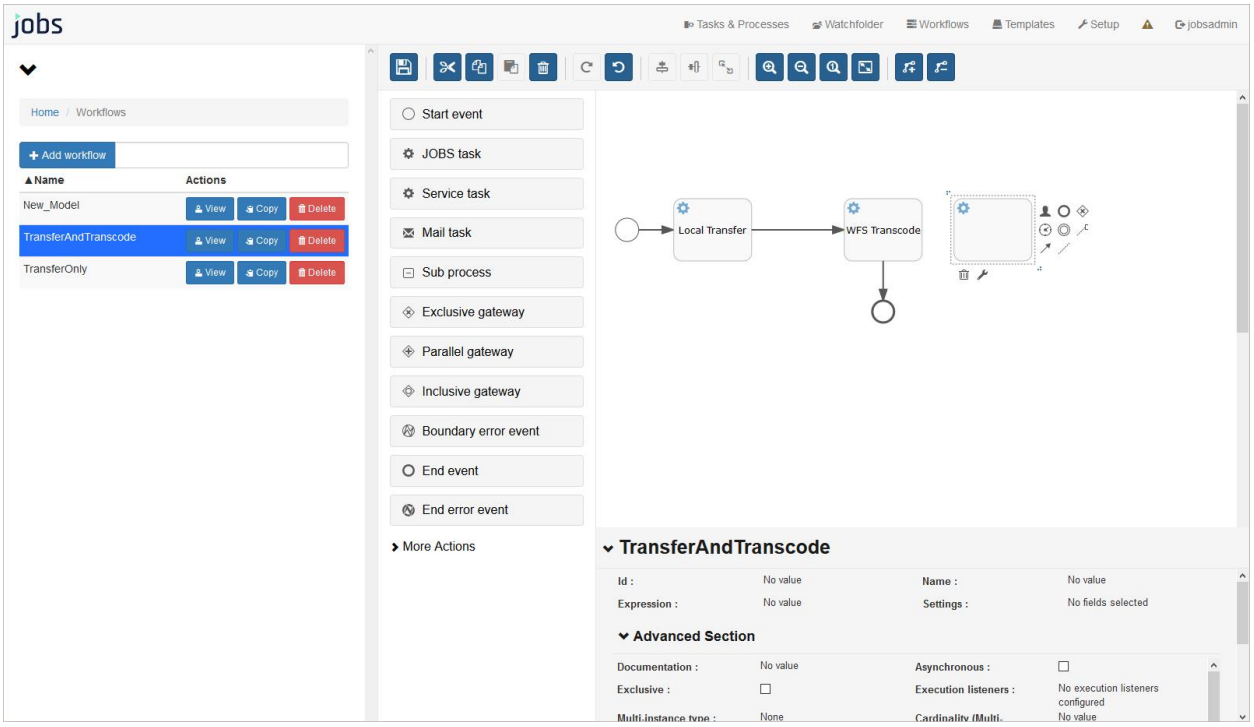
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