

PRESS RELEASE

**LYNX**Technik **AG**<sup>®</sup>  
Broadcast Television Equipment

FOR IMMEDIATE RELEASE

## **LYNX Technik's HDR Evie™ Wins Best of Show Award at IBC 2019**

### ***Recognized for Achievement in Product Innovation***

**October 7, 2019 – Weiterstadt, Germany** – LYNX Technik® has won a TVB Europe “Best of Show” award at IBC 2019 for its HDR Evie™, a real-time, frame-by-frame HDR to SDR conversion solution for the greenMachine® platform. This win recognizes achievement in product innovation within the media & entertainment industry.

HDR Evie is an ideal HDR to SDR conversion solution for dynamically demanding and unpredictable content, such as live sports or news broadcasts. It is the world's first HDR to SDR conversion solution using advanced algorithms which automatically analyze the image content and apply optimal corrections in real time on a frame by frame basis. This unique capability is unlike any solution today and is the perfect real time production tool for environments that have challenging lighting conditions, brightness levels and image composition.

For truly exceptional HDR to SDR conversion results which automatically adapt for changes in image composition and brightness levels encountered in any production or live event, frame by frame and real-time (not post-production) HDR to SDR processing is required. The HDR Evie technology is both proprietary and patented, following years of research and development in close cooperation with Hochschule RheinMain University of Applied Sciences in Germany.

“We are honored that our HDR Evie for greenMachine has been selected for this prestigious award,” comments Varun Patel, Product Manager with LYNX Technik. “HDR Evie revolutionizes HDR to SDR conversion and solves a challenge for broadcasters that was not previously addressed. Receiving this award validates our efforts in bringing broadcasters and AV professional the unique value that LYNX Technik is known for.”

More information at: [www.hdrevie.com](http://www.hdrevie.com) and [www.lynx-technik.com](http://www.lynx-technik.com).

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**About LYNX Technik:**

LYNX Technik AG<sup>®</sup> was founded in 2002 and is now an industry leader and technology provider of software and hardware interface solutions for real-time signal processing in audio visual environments. LYNX Technik is an independent privately-owned company with its headquarters, research and manufacturing facilities based in Weiterstadt, Germany. Sales and Support is covered through secondary distribution channels managed from its headquarters in Germany, USA (California), and Asia (Singapore).

Product brands include: greenMachine<sup>®</sup> multi-purpose processing platform, yellobrik<sup>®</sup> standalone plug-and play modules, Series 5000<sup>™</sup> rack and card-based series, APPolo control system and the Testor | lite 3G digital test signal generators.

Products include: audio / video / fiber conversion, audio / video distribution, fiber splitters, CWDM mux/demux, audio embedding / de-embedding, audio delay, image processing, frame synchronizers, test generators, 4K transmission solutions, as well as a line of rack frames and accessories.

For more information about LYNX Technik's products & services please visit: [www.lynx-technik.com](http://www.lynx-technik.com), [www.lynx-usa.com](http://www.lynx-usa.com). For sales please email [info@lynx-technik.com](mailto:info@lynx-technik.com). You can also find LYNX Technik on [Facebook](#), [Twitter](#), and [LinkedIn](#).

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