

## PRESS RELEASE – FOR IMMEDIATE RELEASE

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### **LYNX Technik to Showcase Software-Based 4K/8K Production Solutions at InterBee 2017**

**November 2, 2017 – Weiterstadt, Germany** -- LYNX Technik AG<sup>®</sup>, provider of software-defined modular interfaces for broadcast as well as professional AV and industrial signal processing applications, will be exhibiting at InterBee 2017, Hall 4, booth 4605, with its Japan-based partner, Gansui.

With sophisticated 8K testing well underway and Japan's intent to broadcast 8K by the 2020 Games, InterBee is the ideal venue and exhibition that brings the region together to continue the 4K and 8K discussion.

Sebastian Schaffrath, Chief Technology Innovation Officer (CTIO) of LYNX Technik will be with the LYNX Technik Asia Pacific team at InterBee to discuss with customers the 4K and 8K production requirements for software-based processing applications. "With 4K and 8K being major technology pillars for the Japan broadcast market, our steady development of new products gives broadcasters the tools to efficiently and effectively migrate from HD to 4K and eventually 8K."

At InterBee 2017, Hall 4, booth 4605, LYNX Technik along with its partner, Gansui will showcase the new greenMachine<sup>®</sup> titan, which is shipping later this month. LYNX Technik has been pioneering the field of APP-based broadcast signal processing and greenMachine offers the approach of having a software-defined platform that grows with the demands of broadcast production, thus ensuring a future-proof investment. With greenMachine titan, broadcasters now have a powerful 12G/4K solution wrapped around the three-pronged approach of powerful processing hardware, downloadable APPs for functionality, and software for "the real brains" behind the application and system.

LYNX will also demonstrate its yellobrik<sup>®</sup> line of 12G and 4K fiber solutions for 100% reliable transmitting & receiving of 4K over fiber up to 20km. This product line-up offers a range of solutions including fiber receivers, transmitters and transceivers, as well as 4K fiber transmission kits. The new 12G for 4K/UHD video distribution amplifiers will also be on display at the show. These DAs input any signals whether SD/HD SDI, 3G SDI or 12G SDI for feeding multiple pristine reclocked outputs to devices across a facility.

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The yellobrik solutions are widely regarded as high quality and rugged throw-down bricks or rack-based solutions for applications ranging from OB production, studios, fly-away kits, and so much more.

For more information, please visit [www.lynx-technik.com](http://www.lynx-technik.com) and [www.green-machine.com](http://www.green-machine.com).

### **About LYNX Technik:**

LYNX Technik AG<sup>®</sup> is an industry leader and technology provider of modular interface solutions for broadcast and professional use. LYNX Technik AG 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: Series 5000<sup>®</sup> rack and card based series, APPolo control system, yellobrik<sup>®</sup> standalone plug-and play modules, the Testor | lite 3G digital test signal generators and the greenMachine<sup>®</sup> APP based signal processing platform.

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), [www.green-machine.com](http://www.green-machine.com). For sales please email [info@lynx-technik.com](mailto:info@lynx-technik.com). You can also find LYNX Technik on [Facebook](#), [Google +](#), [Twitter](#), and [LinkedIn](#).