

PRESS RELEASE

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LYNX Technik's HDR Evie™ Wins NAB Product of the Year Award

LYNX Technik Honored in the Signal Processing Category

April 29, 2019 – Weiterstadt, Germany – LYNX Technik announced today that its HDR Evie™, real-time, frame-by-frame HDR to SDR conversion solution is a Best New Technology winner in the 2019 NAB Show Product of the Year Awards. The inaugural NAB awards recognizes the most significant and promising new products and technologies showcased by Exhibitors at the 2019 NAB Show in Las Vegas, NV.

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.

There are available tools on the market, which apply "global correction" across HDR content. However, for truly exceptional results which will automatically adapt for changes in image composition and brightness levels encountered in any production or live event, then frame by frame processing is required. This frame by frame processing is accomplished during a post-production process, which is in non-real-time, expensive and time-consuming.

HDR Evie, powered by greenMachine®, addresses all of these issues by offering an automated, real time and frame by frame HDR to SDR conversion. The technology is both proprietary and patented, following years of research and development in close cooperation with Hochschule RheinMain University of Applied Sciences in Germany.

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“HDR Evie solves a challenge for broadcasters that was not previously addressed with an available real-time solution,” comments Stefan Gnann, CEO of LYNX Technik. “We are grateful for this award as it re-confirms the unique value HDR Evie brings to the marketplace in solving the need for dynamic HDR to SDR conversion.

“Nominees like LYNX Technik are revolutionizing the way people experience media and entertainment,” said NAB Executive Vice President of Conventions and Business Operations Chris Brown. “The 2019 NAB Show Product of the Year Awards highlight the best of what’s new at the premier launchpad for breakthroughs at the intersection of media, entertainment and technology.”

More information at: <http://www.hdrevie.com/>



Stefan Gnann, CEO of LYNX Technik accepts NAB Product of the Year Award

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About LYNX Technik:

LYNX Technik AG[®] 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[®] multi-purpose processing platform, yellobrik[®] standalone plug-and play modules, Series 5000[™] 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, www.lynx-usa.com. For sales please email info@lynx-technik.com. You can also find LYNX Technik on [Facebook](#), [Twitter](#), and [LinkedIn](#).

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