



press release

Cires21 exhibiting at IBC 2017

Tailored innovation for Live Streaming Events

The permanent innovation through the incorporation of the latest technologies allows the company to deliver the Customized Streaming Solutions adapted to any Client's need.

Madrid, 7th September 2017, Cires21, the Company providing live streaming solutions for any professional ecosystem, from major broadcasters and main event programmers to major content suppliers and pay TV channels at a global level, participates for the fifth year in IBC as exhibitor at the Content Everywhere Europe Hub, Hall 14, booth #K06.

"We are really enthusiastic of being one more year exhibiting at IBC in Amsterdam, Carlos Luque, General Director of Cires21 declared; In every edition we try to bring our latest news to the European Media ecosystem, for IBC 2017, under the claim Tailored Innovation for High Value Streaming Content, our focus is to learn the media ecosystem about a complete encoding, recording, monitoring and edition turnkey solution to cover any customer need, from any source to any user device"

Run in the **Private Cloud**, Cires21 encoding solutions can be deployed in a pay per use mode and take advantage of the internal resources of the organization, having a higher level of management control. On top of that, the service of **Encoding Virtualization** allows to profit as much as possible the power of the virtualized hardware, creating complex and efficient streaming platforms very easily that can virtually be run in any hardware, virtualized or operating system of the market. Finally, the **High-Density Encoding** allows to increase 4 times the current capacity that an encoder can process, up to 10 input signals and 100 outputs flows in one rack unit.

Visitors at Cires21 booth, **#14.K06**, can obtain a credit of 400, 00€ for the C21 Live Cloud Platform to learn more on these proposed innovations.

About Cires21

Cires21 delivers Live Streaming Solutions to all the professional ecosystem, from large broadcasters and main sport events programmers to best in class content owners and pay TVs across the globe. Based in hardware, software and cloud models, Cires21 streaming platform enables all kinds of tier 1 Media providers to improve their capabilities by delivering a unique video experience over the internet. Cires21 provides the only solution in the market that brings a mix of encoding, recording and monitoring solutions for Live Streaming, from any source to any user device allowing the combination of Appliance/Cloud based and CAPEX/OPEX business models.www.cires21.com

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