

## PRESS RELEASE

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### **IBC 2018: Qvest Media introduces Qvest.Cloud** Revolutionary cloud management platform

**Cologne, 13 August 2018: At this year's IBC in Amsterdam (stand 3.B40), Qvest Media will be showcasing its latest product development, Qvest.Cloud, in a pre-launch presentation. Qvest.Cloud is an advanced management platform that enables third-party cloud applications to be networked into one integrated end-to-end workflow and used and monitored via a central user interface. Integral components of the platform that has been designed as cloud native application are cross-application functions such as workflow orchestration, cloud automation, user management with single sign-on, access management, monitoring, measuring & billing and comprehensive IT security.**

With Qvest.Cloud it is easier than ever to integrate and operate media services and applications using modern web technologies. Qvest.Cloud completely breaks down the barriers between installations in local data centres, private clouds and public clouds – such as Amazon Web Services (AWS), Microsoft Azure or Google Cloud. Based on an open interface design, third-party IT and media applications can be easily aggregated with Qvest.Cloud, merged together and used without having to deal with the hurdles of as many user and administration interfaces: Qvest.Cloud gives users direct access to all functions enabled for them.

This benefits not only traditional media companies, but all companies wishing to efficiently manage, edit, distribute and monetise media assets along their digital media supply chain. With Qvest.Cloud, almost all business processes and media workflows can be accelerated and made agile in order to be able to react flexibly to changing market conditions and production requirements at any time.

Vertical and horizontal scalability of the Qvest.Cloud platform allow for the short-term and temporary addition of required services and additional computing power. Load peaks of on-premise applications can be automatically scaled using cloud resources as a hybrid solution, eliminating the need for the technically complex and cost-intensive expansion of locally operated infrastructures. Contract management is also radically simplified, as only one usage contract is concluded with Qvest Media.

Qvest Media offers its new product for applications of all sizes: from pay-as-you-go models and bundles for traditional media production to tailored corporate solutions and enterprise installations that can be used to integrate the infrastructural requirements of large companies.

“After a multi-stage evaluation process, we made the decision in autumn 2017 to realise Qvest.Cloud. The acquisition of the software specialist HMS media solutions was subsequently completed and we entered into development. Qvest.Cloud will be fully market-ready at the NAB show next year“, says Peter Nöthen, CEO of Qvest Media Group. “The pre-launch at IBC is an important milestone on this development path. Here we will get to know first-hand what business and technological aspects can play an additional role for Qvest.Cloud. Moreover, the trade show offers the best opportunity to win further manufacturers and partners for the Qvest.Cloud ecosystem“, Nöthen continues.

Qvest Media will be presenting Qvest.Cloud to the public at its stand 3.B40 at this year’s IBC in Amsterdam for the first time. In live demonstrations, trade fair visitors will have the opportunity to gain their first views of the product range, as well as the functionality and use cases of Qvest.Cloud.

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### **About Qvest Media**

Qvest Media is one of the world’s leading systems architects and ICT integrators in the field of broadcasting and media technology, specialising in the television, media and telecommunications industries. Qvest Media is headquartered in Cologne with further locations in Europe, the Middle East and Southeast Asia. With a powerful spectrum of services consisting of consulting & development, systems integration and service & support, Qvest Media offers 360° expertise in the design, development, implementation and operational support of media technology infrastructures. With its Managed Technology business unit, Qvest Media supports media organisations through their entire digital transformation, covering all technological infrastructures, services and production workflows in a, future-focused payment model. With a commercial portfolio of around 250,000 products as well as partnerships with nearly all major media and IT brands, the company ranks among Europe’s largest trade and distribution houses for technology in the fields of Professional AV, IT and Broadcast. Qvest Media has established itself as one of the leading suppliers of dry-hire equipment and systems solutions for live broadcasting for events, sports and entertainment. Today, Qvest’s customer base includes such eminent broadcasters and media networks as ARD and ZDF, Sky, RTL, Al Arab, SRG, Al Jazeera, tpc switzerland ag, MediaCorp, Dubai Media Incorporated, SES ASTRA, Etisalat and Turner Broadcasting. [www.qvestmedia.com](http://www.qvestmedia.com)