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LYNX Technik Appoints CVE as New Distribution Partner in Italy

November 17, 2022 – Weiterstadt, Germany – LYNX Technik, provider of modular signal processing interfaces for the Broadcast and Professional AV markets, announces today the appointment of CVE – Communication Video Engineering as its new distribution partner in Italy.

CVE has been serving the Italian broadcast market for over 30 years, serving as influential systems integration partner to its customers. In addition to recommending and supplying innovative technology, CVE is a technical advisor, offering design, installation, implementation, and support services. CVE will leverage its well-established relationships and partnerships in the industry, strengthening LYNX Technik's market share and visibility across Italy. CVE has appointed two product specialists, Alessandro Bianchi based in Milan and Dario Bruno in Rome, who will promote the LYNX brand as well as provide pre- and post-sales support in partnership with the LYNX Technik technical engineering team.

"LYNX Technik is a popular brand, both from a technically advanced standpoint, and for its standards of high quality and robustness, with products proudly build in Germany," comments Luca Catalano CEO of CVE. "The company's product portfolio includes a vast range of modular devices that cover almost all the needs of video, audio or fiber optic 8K / 4K / 3G / HD / SD-SDI interfaces. These are all increasingly indispensable for all our customers".

CVE will support the entire LYNX Technik solutions profile including:

yellobrik – A wide range of system and standalone "brick-style" modules that offer a variety of solutions including distribution, conversion, frame synchronization, embedding / de-embedding, as well as fiber solutions. yellobriks are continuing to evolve as one of the most reliable and extensively used solutions in critical live broadcast delivery and gaining popularity as a full system approach. They are mounted into yellobrik rack trays to build larger conversion / extension / signal processing systems.

greenMachine – A multi-award-winning 12G 4K/UHD or 3G/HD/SD-SDI multi-purpose hardware and license-based platform. It is the ideal reconfigurable 'toolbox' for studios, OBs, remote production and any other media facility that requires AV signal processing. The hardware itself is a powerful processing platform for audio, video and metadata that can perform many different "best in class"

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functions through licensing such as: HDR/SDR conversion, frame synchronization, up/down/cross conversion, and more.

testor - A low cost, compact multi-standard SDI battery powered test signal generator and complementary waveform monitor. Both are widely used by broadcasters, field engineers, and post-production facilities around the world to trouble-shoot and monitor video and audio signals.

Series 5000 - A traditional rack and card-based modular interface solution that can be configured with any mix of modules from an extensive portfolio. Solutions include: converters, distribution amplifiers, embedders / de-embedders, frame synchronizers, audio delay, audio distribution, test signal generators, multiplexers / demultiplexers, splitters, switches and a full range of fiber options (including CWDM) & accessories.

“We are delighted to appoint CVE as our distributor in Italy,” comments David Holloway, Director of Sales EMEA for LYNX Technik. “The combination of strong technical and system design knowledge, and sales support provided by CVE and the former Network Electronics people provides the best possible service to our Italian market. We are confident that this will bring the benefits of using LYNX Technik equipment to a broader customer base across several industry sectors.”

Luca Catalano, CVE CEO concludes: “We are very pleased with our agreement with LYNX Technik, as its products offer such a strong portfolio in the distribution and conversion of 3G/HD-SDI, 4K, 8K video signals, as well fiber solutions. We look forward to working with them and providing our customer-base with exceptional quality solutions at attractive price-points.”

About CVE:

CVE has been successfully managing broadcast projects for over 30 years. Serving as partners rather than suppliers to customers, CVE aims to put customer success first. CVE was born as an independent company in 2008, as an evolution of CVE SpA, founded in 1982 by Carmelo Catalano. The CVE name is associated with professionalism and reliability in the media and broadcast market, with the ability to adapt to the evolutions and changes of the market and technologies. The keys to our success are our diversified and highly specialized team as well as the technology we distribute and support. More information at <https://www.cve-italy.com/?lang=env>

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).

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Product brands include: greenMachine[®] multi-purpose processing platform, yellobrik[®] standalone plug-and play modules, Series 5000[™] rack and card-based series, LynxCentraal[™] control software, and the Testor portable test signal generator and waveform analyser.

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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