

Media Release

First Europe-Wide Real-Time Media Services Platform Launched

Basel, 20 April 2017 – Noser Engineering AG, Microsoft (Switzerland) GmbH, Hewlett Packard (Switzerland) GmbH and HIAG Data AG are now offering a joint Media Services Platform. The solution is available throughout Europe and paves the way for the flexible and scalable expansion of media companies' digital services.

Infrastructure and functionality requirements in the media industry, as well as costs, have grown sharply in the media industry in recent years. Different consumer behaviour and new market participants are increasingly changing the media world. Rapidly developing technologies, their related shortened life and investment cycles, as well as new forms of media production and distribution, present considerable financial, organisational and technological challenges to media companies.

The joint solution to these challenges is a flexible, high-performing and commercially-attractive Media Services Platform that can be adjusted based on needs and operated in the cloud or on a hybrid basis. The biggest challenge to date is thus being addressed: real-time media production.

The real-time, end-to-end solutions range from content creation to content consumption and therefore offer a technical and commercial solution to these challenges for the first time.

Noser Engineering offers innovative solutions on its Media Services Platform

The new Noser Media Services Platform supports media companies and media technology providers with digitalisation. The Noser Media technology stack enables, among other things, the gradual or complete technical migration into a cloud environment, as well as the automation and control of workflows. The new media streaming technologies and real-time software make it possible to implement innovative business models and thus benefit from structures on a global scale. It is a big and active step into the digital future along with the strong Swiss partners Microsoft, Hewlett Packard Enterprise and HIAG Data.

HIAG Data's technological substructure

The technology used by HIAG Data is a fibre optic-based private network that guarantees latencies of under 0.5 ms per 80 km. Optimal security is achieved through optical encryption as well as traditional encryption on the application level. In addition, data in the private network are completely decoupled from the internet and transferred to one of two HIAG Data cloud computing centres in Switzerland. Video and audio contents are thus protected from external attacks.

Globally-proven technology

Microsoft's hybrid cloud platform enables the flexible integration of cloud services with the highest security requirements for real-time media. The use of high-availability, efficient cloud

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services enables the switch from CAPEX to OPEX investment models, thus meeting the requirements of ever-shorter life cycles and the growing demand for dynamic and flexible business models in real time.

About Noser Engineering:

With over 30 years' experience as a software service provider and approximately 170 employees, Noser Engineering AG stands for quality, agility and innovation and contributes to the success of local, national and international companies. As a competent partner for media solutions, the Media Business Unit, along with its Swiss technology partners, has set itself the goal of offering international digital media technology solutions in the cloud.

www.noser.com/media

About HIAG Data:

HIAG Data provides an intelligent IT infrastructure platform for IT service providers throughout Switzerland. This infrastructure is composed of a carrier-independent fibre optic cable network, the anchor sites of Zurich, Biberist and Lugano as well as IT infrastructure, allowing for flexible scaling of computing and storage capacity based on open source technology and Microsoft Azure. HIAG Data is a wholly-owned subsidiary of HIAG Immobilien Holding AG.

www.hiagdata.com

About Microsoft Schweiz:

Since it was founded in 1989, Microsoft Schweiz GmbH has developed from a small business with three employees into a mid-sized company with approximately 620 employees thanks to controlled and continuous growth. The headquarters of Microsoft Schweiz GmbH are located in Wallisellen, Zurich, with other offices in Wollishofen, Bern and Geneva. Marianne Janik, Country Manager of Microsoft Schweiz, leads the Executive Board. The Swiss subsidiary is ranked 13th out of the 119 Microsoft subsidiaries worldwide in terms of turnover. It is ranked number one in "turnover per PC". This can primarily be attributed to the conviction of many Swiss companies that intelligent use of information and communication technologies leads to greater efficiency and competitive advantages.

For years now, Microsoft Schweiz GmbH has been dealing intensively with changes in the working world and its own work culture. As a result, in 2011 the Swiss Microsoft headquarters in Walisellen were reorganised based on the most recent knowledge. For the three-month reorganisation period, Microsoft conducted a special experiment: the office was completely closed and employees moved their entire activity to their home office or to the place of their choice. The result was not surprising, but worth noting: there was no loss in business activity, but there was a loss of social environment. It was thus clear that the office, even in the future, would continue to be very important. Not as an individual workplace, but

rather as a meeting place and a platform for social interaction. The journey to the new working world is therefore far from over – it has only just begun.

We are convinced that the Swiss knowledge centre can only ensure and expand its long-term success if modern technologies are efficiently and intelligently implemented. Management and work culture play a central role in this. The more autonomy and self-responsibility are attributed to the individual - also with regard to time and spatial planning - the greater the benefit for the organisation. In order to make the Swiss more aware of this subject, Microsoft launched Home Office Day in 2010, which became the Work Smart Initiative in 2015. Along with the partners SBB, Swisscom, Witzig The Office Company, Swiss Post and Swiss Mobiliar, this should serve as a call to rethink one's own work and mobility behaviour. This should not only increase productivity and well-being, but also actively contribute to the protection of the environment.

— www.microsoft.com

About Hewlett Packard Enterprise:

We make it possible to accelerate business processes. For this, we help clients use technologies in order to shorten the time from the idea to the creation of value. Little by little, they change industries, markets and life.

— Some of our clients work with traditional IT environments. However, most are moving to a secure, cloud-enabled infrastructure that has been optimised for mobile devices. Many rely on a combination of both. Regardless of how far a given company's integration has already advanced, we offer technologies and solutions that help it successfully complete its endeavours.

Technologies that drive transformation

We make IT environments more efficient, more productive and more secure, and enable a fast, flexible response to a rapidly changing competitive environment. We allow organisations to react to ideas quickly by offering an infrastructure that can be set up easily and adjusted simply. They can thus meet changing requirements and take a leading position in today's market of disruptive innovations.

Solutions that you need to be successful

We offer high quality products, consulting and support services in a single package. This is one of our most important distinguishing characteristics. We are the industry leader in the field of server, storage, wired and wireless networks, convergent systems, software, services and the cloud. In addition, we can provide the right technological solutions for your individual company objectives with specially adapted financing solutions and strategies.

Innovation for today and tomorrow

Hewlett Packard has been active in the field of innovations for over 75 years. Our comprehensive portfolio of intellectual property and global research and development capabilities are part of an innovation strategy that was developed to support organisations of

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all sizes - from international groups to local start-ups - in the transformation of traditional technology platforms to IT systems of the future.

www.hpe.com

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