

## **ATEME 10-Bit Wins "STAR" Award From Editors of TV Technology at IBC**

AMSTERDAM Kyrion CM4101 & DR4100 manufactured by ATEME is the recipient of a 2009 STAR (Superior Technology Award Recipient) Award given by the editorial staff of TV Technology Europe magazine

### **September 22, 2009 - Paris**

The STAR Award (Superior Technology Award Recipient) is designed to celebrate and showcase the preeminent technological innovations available to the broadcast industry. TV Technology Europe's editor reviewed a variety of products, examined the technical applications and their overall contribution to the industry, and then chose 25 winners.

"STAR" awards are given to interesting new products that help a user save money or accomplish a task in an easier way," said Mark Hallinger, Editor of TV Technology Europe. "The products selected help advance the industry----some were chosen because of technical novelty or innovation, some because they filled an important gap in the production or transmission chain, and some because they were just cool products"

About ATEME Kyrion CM4101 & DR4100

Contribution market can now benefit from best in class video quality over legacy codec thanks to complete encode /decode H.264 4:2:2 pair solution

About TV Technology Europe

TV Technology Europe is the region's leading magazine for broadcast technology. The magazine is published by NewBay Media. See [www.nbmedia.com](http://www.nbmedia.com)

Monika Ceskova  
 E: [press@ateme.com](mailto:press@ateme.com)  
 T: +33 1 69 35 89 88