

## SimplyLive Joins the Riedel Family



Riedel Communications today announced the acquisition of the multi-camera live production experts SimplyLive, underlining the company's commitment to keep bringing innovative and futureproof technologies and scalable workflows to its customers in the video market.

Founded in 2016, SimplyLive provides software-based products for multi-camera production, including an all-in-one production suite, replay/slow-mo, venue gateways, and multiviewers, for the most demanding sports video and broadcast applications like the Soccer World Championships, American Football Finals, and Summer and Winter Games.

With this step, Riedel extends its hardware-centric portfolio for video transport and processing with COTS- and cloud-based solutions while gaining valuable expertise and resources to offer new services and deployment models to its customers. At the same time, SimplyLive will benefit from Riedel's comprehensive global sales and support infrastructure, allowing its unique product portfolio to reach a wider audience.

"We are thrilled to join forces with Riedel, a well-established brand with outstanding

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products,” said Luc Doneux, CEO, SimplyLive. “There is great potential in combining their expertise with ours, and we’re excited for a potential software integration moving forward. We are confident that the increased reach Riedel provides will accelerate our development and help us to better serve our clients worldwide.”

“With this acquisition, we deliver on our strategy to move into the heart of live productions, offering new workflows, deployment types, and business models answering the fast-changing needs of our sports, media, and entertainment customers,” said Rik Hoérée, CEO Product Division, Riedel Communications. “Offering simplified distributed production workflows deployed in the cloud, in a datacenter, or on-prem is key for answering the need for more content while assuring sustainable production business models for our customers. SimplyLive brings not only great products but also a combined 200+ years of live TV production expertise. Together with Riedel’s successful product portfolio of intercom and video infrastructure products and our Global Sales, Marketing, and Customer Success presence, this opens new perspectives for both SimplyLive and Riedel, but even more so for our global customer base.”

“This is a great day in the history of Riedel, and an important step for our product division and the entire Riedel Group,” concludes Thomas Riedel, Group CEO. “I am very much looking forward to welcoming the SimplyLive team at Riedel and together changing the way events are produced, attracting more viewers.”

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