



PLANETCAST TO LAUNCH IT'S NEW AND IMPROVED CLOUD PLATFORM (CLOUD.X TURBO) FOR SPORTS & LIVE EVENTS AT IBC 2019

- **Roll out TV channel in just 48 hours**
- **Easy adaptability and migration to the cloud**

New Delhi, August 9, 2019: Planetcast media services limited, a global leader in Digital Media technologies announced the launch of its brand new cloud platform CLOUD.X TURBO, which simplifies the roll out of a TV channel in just 48 hours. The Planetcast design team has consolidated the experience of more than two decades of digital media origination in its latest version CLOUD.X TURBO. Planetcast will hold an exclusive preview of CLOUD.X TURBO at its booth number **1.F65 in hall 1 at IBC 2019** along with a live demo for the visitors at the show.

CLOUD.X TURBO offers complete visibility of the entire digital media origination process to all the stakeholders in the digital media value chain. CLOUD.X TURBO has developed an intuitive common template that enables users to control storage, media, playlists, graphics, playout and even the cloud delivery. Planetcast has outshone the capabilities as true cloud solutions for complex workflow for digital and legacy media technologies. It provides a complete eco-system for Digital Media direct to the customers. The highly sophisticated software product CLOUD.X TURBO is the first on the planet to support live sports TV channels and various other formats for other mobile and device application.

Commenting on the development Sanjay Duda, Chief Operating Officer, Planetcast said “Our Cloud platform has been designed to help Digital Media transition to cloud with ease. CLOUD.X TURBO empowers Digital Media and broadcasters to expand into new markets and makes the best use of the cloud technology”.

Planetcast provide Infrastructure as Services, Platform as Services (cloud playout, cloud OTT, Cloud Recaster) for distribution and service delivery platform specifically designed for Digital Media. Planetcast provide media transits in various formats SDI/ASI, IP, Satellite etc.

About PLANETCAST

Founded in 1996 with a vision to revolutionize the broadcast industry globally, PLANETCAST has been an epitome of quality and trust for almost two decades. PLANETCAST has the honor of securing the first commercial teleport license in India and since then it has been instrumental in providing cutting edge technology to enhance the broadcast services in India. PLANETCAST's ability to conceptualize, architect and implement new and expanded capabilities allows clients take their business to the next level. PLANETCAST is a key market player in providing technology-led managed services to the broadcasting industry in India & neighboring countries with a rapidly growing footprint across Southeast Asia. For more information, visit www.planetc.net

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