

## LYNX Technik Wins Product Innovation Award for its HDR Evie+ Solution

**February 12, 2021 – Weiterstadt, Germany** – LYNX Technik, provider of modular signal processing interfaces, announces that its greenMachine HDR Evie+ is a 2020 Product Innovation Award Winner. The Product Innovation Awards from TV Technology recognize excellence in manufacturing of products serving the TV/pro video industry. Each year the Product Innovation Award winners are chosen by a panel of working professional engineers and managers in TV, pro video and radio.

HDR Evie+ earned the Product Innovation Award distinction due to its unique approach to HDR to SDR conversion. HDR Evie+ converts HDR to SDR and retains exceptional detail in darker areas and preserves detail in bright areas that would be burned out by more basic HDR to SDR converters. It makes use of patented dynamic segmented frame-by-frame algorithms that use sectional dynamic tone mapping that allows adjustment of each segment (144 segments/frame) of the 3G or 4K HDR content all in real-time.

The segmented dynamic conversion by greenMachine HDR Evie+ is especially suited to demanding and unpredictable content, with fast moving subjects and high contrast conditions typically found in live sports and news broadcasts.

More information at: <https://www.lynx-technik.com/products/greenmachine/hdr-sdr-processing/hdr-evie-segmented-dynamic-hdr-to-sdr-converter/>



**About LYNX Technik:**

LYNX Technik AG<sup>®</sup> 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).

Product brands include: greenMachine<sup>®</sup> multi-purpose processing platform, yellobrik<sup>®</sup> standalone plug-and play modules, Series 5000<sup>™</sup> rack and card-based series, APPolo control system and the Testor | lite 3G digital test signal generators.

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](http://www.lynx-technik.com), [www.lynx-usa.com](http://www.lynx-usa.com). For sales please email [info@lynx-technik.com](mailto:info@lynx-technik.com). You can also find LYNX Technik on [Facebook](#), [Twitter](#), and [LinkedIn](#).

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