

July 10, 2018

MediaKind launches to enable immersive media experiences for everyone, everywhere.

MediaKind is the new identity for Ericsson Media Solutions.

- MediaKind set to drive next-generation live and on-demand, mobile and multi-screen media experiences, and be the industry's leading independent media technology company
- Angel Ruiz continues as CEO - management team announced
- MediaKind name and brand identity effective from July 10, 2018

A new global media technology leader – MediaKind - has launched today. The new brand was unveiled today across the globe through a series of events and a live global webcast available to watch on-demand [here](#). MediaKind is the new identity for Ericsson's Media Solutions business.

Designed to embody the concept that media should inspire and unite humankind, MediaKind draws on Ericsson's 150-year heritage of bringing communities together through pioneering fixed and mobile communications and unites a number of media technology pioneers under one common identity. It addresses a new age where media is the fabric of society, captivating audiences, changing perceptions and bringing us together. MediaKind's mission is to lead the future of global media technology and be the first choice for service providers, operators, content owners and broadcasters looking to create and deliver immersive media experiences for everyone, everywhere.

Angel Ruiz, CEO, MediaKind, said: "We understand the power of media and how it is evolving. It runs in our DNA and it's our passion. With our pioneering heritage and strong foundations fueled by deep innovation, we have a single goal in mind: to enable our customers to create and deliver immersive media experiences. We are uniquely positioned to help shape and lead the future of global media technology. Our award-winning technologies, established industry heritage and forward-thinking experts equip organizations with the end-to-end technology solutions needed to embrace media of all kinds."

MediaKind combines the strength, power and heritage of groundbreaking media technology pioneers Aspex, Azuki Systems, Envivio, Fabrix, HyCGroup, Microsoft Mediaroom and TANDBERG Television. It currently serves over 900 cable, satellite, telecom service providers and broadcasters around the world, enabling them to compete and differentiate with immersive media experiences. MediaKind's end-to-end video delivery solutions include Emmy award-winning video compression solutions for contribution and direct-to-consumer video service distribution, advertising and content personalization solutions, high efficiency cloud DVR, and TV and video delivery platforms. MediaKind delivers these products and solutions at scale to:

- 9 of the top 10 global telecommunications companies
- 9 of the top 10 cable companies
- 9 of the top 10 satellite operators
- 8 of the top 10 broadcast/media companies

MediaKind will continue its deep investment into its innovative product portfolio as part of its commitment to helping its customers differentiate and address the shifting media marketplace. MediaKind will share deeper insights into its next generation solutions and applications at IBC 2018 (September 13-18, 2018).

On January 31, 2018, it was announced that One Equity Partners, a private equity firm with deep expertise in media and telecom investment, is set to become the majority owner of Ericsson Media Solutions. The MediaKind brand will be carried forward when the transaction between One Equity Partners and Ericsson is completed.

Today also saw the announcement of MediaKind's global management team, formed of TV, Telco and media experts. Led by Angel Ruiz, CEO, the management team is operational today.

It consists of:

- Angel Ruiz, Chief Executive Officer
- Gowton Achaibar, COO & Head of R&D
- Heather Andrade-Neumann, Chief People Officer
- Arun Bhikshesvaran, Chief Marketing Officer
- Misty Kawecki, Chief Financial Officer
- Mark Russell, Chief Technology & Strategy Officer
- Sven Bolthausen, SVP Commercial Management & Sales Support
- Alex Borland, SVP EMEA Sales
- Clayton Cruz, SVP Latin American Sales
- Steve Payne, SVP North America Sales
- Ken Yap, SVP North East Asia Sales

Arun Bhikshesvaran, Chief Marketing Officer, MediaKind said: "Media has the power to inspire, influence and be truly immersive - the very embodiment of our exciting new MediaKind brand. Media unites us all and MediaKind is uniquely positioned to drive the human entertainment experience forward for everyone, everywhere. We have the right technologies, an outstanding team and deep media know-how – a combination that will enable us to provide the leadership our customers need during a period of great transformation to a new multi-screen, on-demand and immersive world of entertainment."

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About MediaKind

For more information please visit: www.mediakind.com