



## **Deluxe OnDemand™ OneWorkflow Ranks Highest among Best Broadband Services in 2015 Diamond Technology Reviews**

*Product Provides Holistic Solution to Support 4K UHD*

Burbank, CA (October 6<sup>th</sup>, 2015) — Deluxe Entertainment Services Group Inc. (Deluxe) announced today that Deluxe OnDemand™ OneWorkflow™ for 4K UHD scored 4.0 Diamonds, ranking one of the highest for products and solutions available in the broadband industry, in the Broadband Technology Report (BTR), Diamond Technology Reviews (“the Diamonds”). The panel of judges, which reviewed 47 different products, was comprised of the industry’s top engineers, SCTE and national board members.

Deluxe OnDemand’s OneWorkflow operates as an end-to-end cloud-based service to support MVPDs strategy to (a) offer exceptional high quality 4K UHD content optimized to address bandwidth, storage, and capacity constraints for multiscreen distribution, (b) do so without investing in additional infrastructure and resource expense, (c) easily integrate with existing content delivery workflows, and (d) quickly bring new services to market. The solution is commercially deployed in North America.

“The review this year was highly competitive; the judges saw a lot of innovative products. They found the Deluxe OnDemand OneWorkflow solution provided unprecedented functionality and practicality,” said Tim Hermes, Group Publisher of BTR. “Its ability to enable the industry to rapidly and broadly support higher quality next generation 4K UHD viewing experiences in a highly efficient and cost-effective manner certainly appears to make it cutting-edge in its class of products.”

“Our mission at Deluxe is to be forward-looking and invest in advanced technologies and workflows that enable our customers to focus on delivering premium content and services and not infrastructure expense,” said Todd Collart, Senior Vice President and General Manager of Deluxe OnDemand. “We are honored that the Diamonds has recognized our efforts and believe OneWorkflow is a unique product in its ability to source, transform, and deliver any content, in any format, distributed to any device, paving the way for greater 4K UHD streaming.”

Deluxe OnDemand OneWorkflow for 4K UHD was also recently named "Best Digital Processing Solution" at the 2015 Technological Innovation Awards by Europe's SCTE™, the Society for Broadband Professionals.

### **About Broadband Technology Report**

*Broadband Technology Report (BTR), is the cable and telecom industry’s premier source for product and technology news, and is the most successful and fastest growing online outlet for product information and deployments; reviews and rankings; technology expertise; and buyer/seller facilitation. BTR’s portfolio includes online, print and video assets, all designed to help network operators build, upgrade and maintain high-performance communications networks. BTR, backed by more than 70 years of combined industry experience, delivers its email, online, print and video production services to more than 24,000 subscribers. If you are interested in subscribing, consult <http://www.btreport.net/subscribe.html>.*

**About the Diamond Technology Review program**

*The BTR Diamond Technology Reviews (“the Diamonds”) is a renowned industry program --that was developed to recognize some of the top products and solutions available to the cable industry as determined by a stellar panel of cable telecommunications engineering experts. Engineering executives from Time Warner Cable, Bright House Networks, Suddenlink Communications, Comcast, Charter and Cox, and several expert consultants, were among the third-party judges for the 2015 “Diamonds.” Every year, BTR invites vendors to submit written information about products/solutions that have been released or upgraded since the previous year’s SCTE Cable-Tec Expo (September 2014). Criteria used in the Diamonds rankings include, first and foremost, unique technology or application thereof, innovation, ease of use, efficiency, reliability and contribution to profitability.*

**About Deluxe OnDemand**

Deluxe OnDemand™ is transforming content sourcing, processing and distribution with new technologies and workflows for HEVC, 4K UHD and HDR. It's advanced video workflow management and a turnkey content-supply solution makes it easier to offer premium content quickly and cost-effectively across more devices. Distributors can support TVE applications, expand VOD/SVOD libraries, and quickly launch OTT and EST services. Deluxe OnDemand is a division of Deluxe Entertainment Services Group Inc. For more information, visit [www.deluxeondemand.com](http://www.deluxeondemand.com).

**About Deluxe**

Deluxe Entertainment Services Group Inc. is a global leader in media and entertainment services across film, video, advertising and online original content from capture to consumption.

Since 1915, Deluxe Entertainment has been the trusted partner for the world's most successful Hollywood studios, independent film companies, TV networks, exhibitors, advertisers and others, offering best-in-class solutions in production, post production, distribution, asset and workflow management and new digital solution-based technologies.

The company employs nearly 7,000 of the most talented, highly honored and recognized artists and industry veterans worldwide. Deluxe Entertainment is a wholly owned subsidiary of MacAndrews & Forbes Incorporated. For more information, visit [www.bydeluxe.com](http://www.bydeluxe.com).