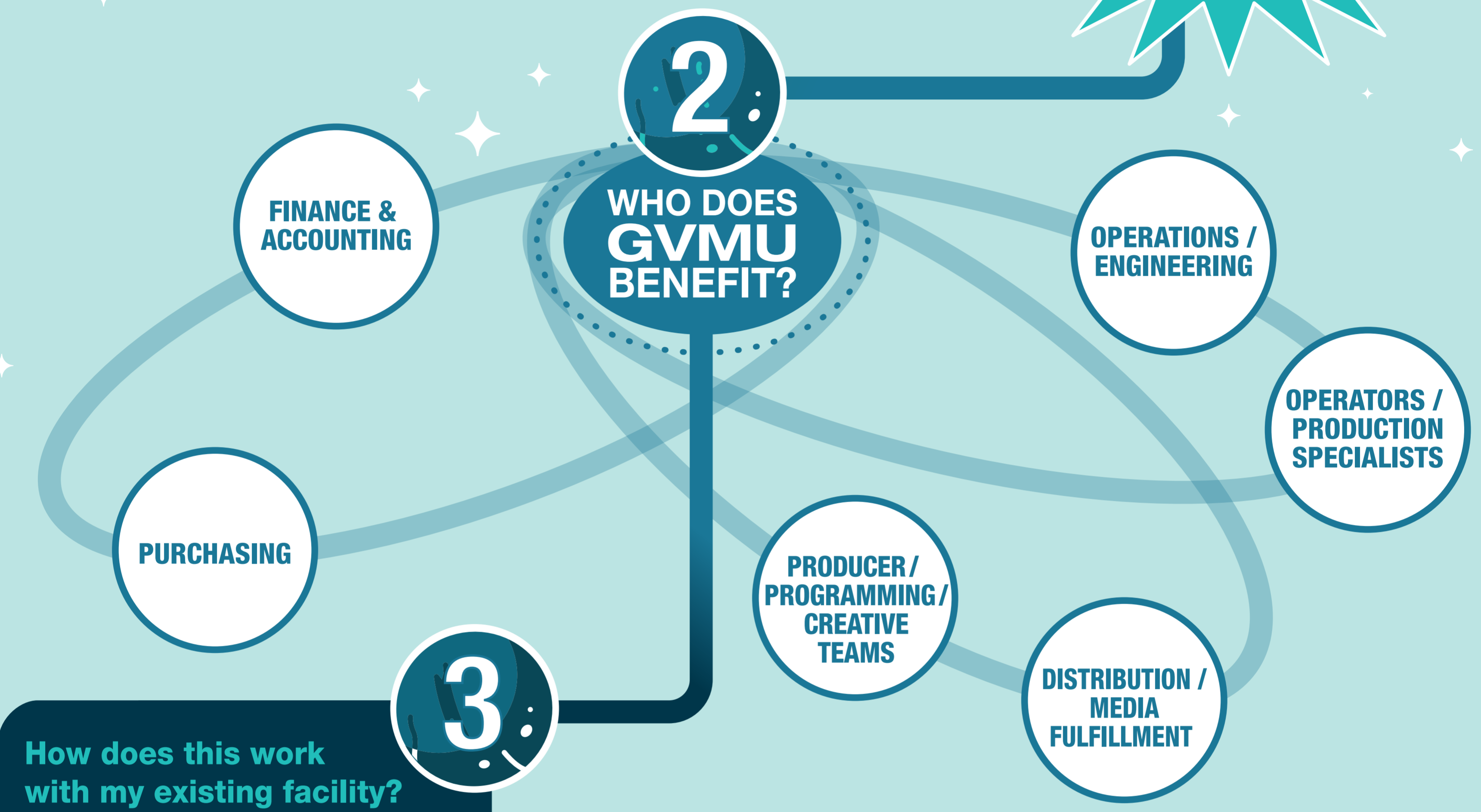


What is the GV Media Universe?

The GV Media Universe (GVMU) is Grass Valley's vision for transitioning to the SaaS and cloud-based future of the digital media industry

1 What Does GVMU Deliver?

- Reduced cost and complexity of media creation and distribution
- A complete ecosystem of end-to-end software, connected hardware and pre-qualified partner applications
- The latest in cloud technology for accessing, managing, and supporting live content creation
- A scalable SaaS platform powered by GV AMPP for live programming operations






3 How does this work with my existing facility?

GV Media Universe expands the capability of existing equipment and operations by seamlessly connecting existing control surfaces from Grass Valley and authorized partners to cloud services. Creatives quickly transition to cloud-based production with no learning curve required to transfer their experience.



4 What business & operational problems does GVMU solve?

- 1 **RISING COSTS WITH DECREASING REVENUE**

- 2 **PRODUCTION & DISTRIBUTION COMPLEXITY**

- 3 **INFLEXIBLE TRADITIONAL OPERATIONAL & INFRASTRUCTURE MODELS**


5 How does GVMU solve these problems?

- ✓ Decrease fixed costs and assets while increasing revenue to focus resources on content creation.
- ✓ Match production costs with revenue.
- ✓ Simplify deployment and operation with a single, unified ecosystem for production.
- ✓ Quickly create, reconfigure and scale production workflows to meet your needs.