

PROFILE



NAME Martin Burkhalter
JOB Chief Executive Officer
COMPANY Vizrt, Bergen, Norway

MY CAREER

Soon after I joined Vizrt in 2006 as chief commercial officer, I was promoted to chief operating officer. In May 2010, I was appointed chief executive by Vizrt's board following the untimely passing of our former CEO Bjarne Berg.

Under Bjarne's leadership, the company had grown exponentially and was poised for considerable growth at the time of his death. Because of this, Vizrt's Board of Directors wanted the new CEO to be someone with experience leading and expanding large, complex organizations. Prior to managing Vizrt's operations, I held several positions in commercial marketing ventures, including SVP and MD of Reebok International's EMEA (Europe, Middle East, and Asia) region; and CEO of Intersport International Corporation—both major suppliers of sports and lifestyle products.

I also served as the SVP and sports director of The Lillehammer Olympic Organizing Committee for the 1994 Winter Games.

I couldn't have asked for a more exciting time to take the helm at Vizrt. Already established as the premier vendor of broadcast graphics software, Vizrt is expanding yet again—broadening its innovative product lines to help our customers harness new opportunities and revenue streams in the midst of a digital media revolution.

ABOUT VIZRT

Vizrt's dramatic growth is evident in

the numbers. We now have over 600 employees spread across 37 offices worldwide who serve our customer base of over 3500 TV channels and 600 Internet media sites in 90 countries. Vizrt's product suite is used by the world's leading broadcasters, publishing houses and telecom operators, including: CNN, CBS, Fox, BBC, Sky, ITN, ZDF, SVT, Star TV, Network 18, TV Today, CCTV, NHK, The Globe and Mail, The Telegraph, Welt Online, Etisalat and Telia Sonera. Additionally, many world-class production houses and institutions, including both the New York and London Stock Exchanges, utilize Vizrt solutions.

For traditional broadcasters, the only constant has been change. Their once-captive audience can now access hundreds of TV channels, 24/7 social media sites, and online venues like YouTube. To stay relevant, broadcasters must extend their content and brand into the online and mobile arenas in order to reach their viewers wherever they go.

Vizrt answered this challenge by developing software products that address every aspect of the digital media creation, production, and distribution workflow. The value proposition of Vizrt's integrated workflow is that assets can be produced, managed and delivered in a very streamlined, cost-effective way.

Because of our unique products, news reporters can now use their cell phones to capture live footage and send in their field reports. At the station, journalists can ingest, browse, manage, and produce media assets for live shows. In the studio, live news, sports, and election coverage can be enhanced using HD virtual sets, data driven graphics, and input from social media users. On-camera talent can interact with graphics displays using touch screen monitors as well as control live graphics playout to on-set monitors using Apple iPads.

Whether it's stereo 3D, high definition, or standard definition, the same video content can be effortlessly repurposed for multi-platform distribution via the web and mobile.

LATEST INITIATIVES

One of the most daunting challenges facing broadcasters is making their high resolution graphics-rich media content play well on the smaller screens of today's smartphones and tablet PCs.

At Vizrt, we recognized early on that optimizing the viewing experience for the thousands of mobile device models on the market would be technically complex. Since all mobile devices differ in terms of bandwidth, memory, graphics rendering, storage, and multi-touch displays, we needed to implement a software-driven mobile architecture based on open standards like MPEG-21.

As a result of both strategic technology acquisitions and in-house software development, our mobile workflow and servers are now inherently device-aware. Users no longer need to worry about how their video and graphics must be scaled back to fit PC, tablet, or phone screens because our mobile workflow handles it for them on the fly. A journalist free from technical restrictions tracks down, edits and distributes content faster and more efficiently.

FUTURE STRATEGY

The digital media revolution is here to stay. So Vizrt's future strategy is to continue developing solutions that support the efforts of digital media professionals. Our goal is to perfect a unified workflow of advanced, modular tools that let customers produce, manage, and deliver media content across their enterprise as well as to web, mobile, and anywhere else it needs to go. More importantly, our solutions are designed to enable our customers to produce more content for more outlets cost-efficiently, without sacrificing quality or negatively impacting the bottom line.

OUTLOOK

With so much talent and technology at our disposal, Vizrt looks forward to the challenges ahead as we push further, giving digital media professionals the means of realising limitless creative possibilities. ■