

## **IBC 2017: Qvest Media Signs Deal to Take Over HMS Media Solutions**

Qvest Media, a leading systems architect and ICT integrator of broadcast and media technology, is investing in the area of software development. The company is further expanding its business group with the announced takeover of HMS GmbH, a specialist for hardware and software development of end-to-end broadcast automation solutions. The planned acquisition will help Qvest Media to significantly enhance its Development Solutions team to, amongst others, design and offer new cloud-based services, products and solutions.

As a first step, Qvest Media and HMS media solutions signed a joint agreement at this year's IBC Show in Amsterdam, resulting in Qvest Media acquiring a 75 percent share of HMS GmbH. Frank Mistol, the current owner and CEO of HMS GmbH, remains a further shareholder with 25 percent of the shares. Peter Nöthen, CEO of the Qvest Media Group, says: "This year, we have already sharply accelerated our regional footprint with three new sites in Europe. The acquisition of HMS media solutions will enable us now to grow strategically in the area of product development. Besides cloud applications and custom software solutions, our focus will be on developing customer-driven and performant connectors for hybrid solutions comprising a combination of on-premise and cloud infrastructures. HMS has a strong team of product designers and software developers. Paired with our expertise in the areas of consulting, systems integration, and sales and product marketing, this will create immediately apparent synergies."

Thus, with the combined expertise of Qvest Media, as a systems architect and ICT integrator, and HMS media solutions, as a specialist for robust hardware and software, cloud applications in particular will be designed and developed – along with individual and customised software solutions. In the future, Qvest Media will offer and market these solutions internationally through its "QM Connectivity" and "QM Cloud Products" product lines.

Germany-based HMS media solutions already offers hardware- and cloud-based solutions for channel-in-a-box, multichannel ingest, playout, media recording and encoding as well streaming. In the course of the takeover by Qvest Media, HMS' existing product range will be maintained and expanded. In this way, the current products of HMS media solutions are planned to be enhanced as cloud applications, and rolled out and offered worldwide in a Qvest Media cloud marketplace.

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Frank Mistol, owner and CEO of HMS GmbH says: “Our skills and product portfolio are an excellent match for Qvest Media’s strategic direction. We are therefore delighted to be able to continue to grow and accelerate the expansion of our international business together with Qvest Media – for example, through technological synergies, flexible and fast processes and innovative solutions.”

Following the takeover by Qvest Media as majority shareholder, the company headquarters of HMS GmbH will remain in the current location of Halle (Saale); the current team of 25 employees will be further expanded.

### **About Qvest Media**

Qvest Media is a world-leading systems architect and ICT integrator in the fields of broadcasting and media technology, specializing in the television, media and telecommunications industries. The company, headquartered in Cologne, has additional locations in Europe, Middle East and Southeast Asia. With a powerful spectrum of services consisting of Consulting & Development, Systems Integration and Service & Support, Qvest Media offers 360° expertise in the design, development, implementation and operational support of media technology infrastructures. With its business unit Managed Technology, Qvest Media supports media organisations along their entire digital transformation process by covering everything from technology infrastructures to services and technical operations offered within streamlined and future-oriented payment models. In addition, Qvest Media ranks among Europe’s largest trade and distribution houses for technology in the fields of Professional AV, IT and Broadcast with a commercial portfolio of around 250,000 products as well as partnerships with nearly all major manufactures from the media and IT industries. Qvest Media is also one of the biggest suppliers of dry-hire equipment and systems solutions for live broadcasting of events, sports and entertainment. Today, the customer base includes eminent international broadcasters, telco providers and media networks such as ARD and ZDF, Sky, RTL, Al Arab, SRG, Al Jazeera, tpc switzerland ag, Mediacorp, beIN SPORTS, Dubai Media Incorporated, SES ASTRA, Etisalat, Turner Broadcasting, etc. [www.qvestmedia.com](http://www.qvestmedia.com)

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### **About HMS**

HMS offers media system solutions with precise answers to strategic challenges and innovative business models of various companies and for many different markets. With more than 20 years of experience as well as vast number of successful national and international projects the company today is known as a leading operator of entire integrated media ecosystems. HMS provides its clients with a result driven one-stop-service and profound support at making important strategic business decisions related to technology. With direct and personal support contacts, highly qualified and creative expert teams with passion for details, and synergies throughout all client segments HMS is able to reach an extraordinary high level of transparency, flexibility, scalability and efficiency. More information can be found at [www.hms-dev.com](http://www.hms-dev.com)

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