

Ian Fletcher

Chief Applications Designer

Ian Fletcher is **Chief Applications Designer** for the Media Business Unit and also oversees the design and development of Grass Valley's next generation software platform. Ian Fletcher's broadcast career began at the BBC, where he worked as a Sound Engineer, before setting up his own video production company. During this time Ian became increasingly interested in the new, low-cost microcomputers and the potential they offered for innovative solutions in the broadcast industry.

This led to the formation of OmniBus Systems, pioneers in the development of computer control systems for television studios.

As CTO of OmniBus Systems, Ian spearheaded many of the technological revolutions in the broadcast industry. This includes the transition from tape to server-based systems, news automation, large-scale multichannel automation and the ground-breaking, software-based playout system, iTX.

Over the years, Ian has received a number of industry accolades, including the coveted Queen's Award for Innovation.

Following OmniBus' acquisition by Miranda and the subsequent merger with Grass Valley, Ian has continued to drive the development of software systems, particularly in the emerging areas of cloud playout and virtualization. He holds two patents for video image identification and cloud-based playout.

Ian is a Fellow of the Society of Motion Picture and Television Engineers.

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About Grass Valley

Grass Valley's end-to-end ecosystem of reliable, open standards-based solutions helps content creators, broadcasters and media organizations to produce brilliant content and build successful media businesses. Our award-winning technology and trusted industry expertise empower our customers to create captivating experiences that connect people anywhere, on any device, through the magic of media.

As the industry's R&D powerhouse, with the most comprehensive suite of solutions for compelling live content, we are the trusted partner to many of the biggest and most creative names in the media and entertainment business. We help our customers transition to IP and cloud-based

infrastructures to enable flexible, scalable and smart workflows. Our advanced solutions enable the production of rich, high quality content that brings the viewer closer to the action; engages them with the story and connects them with each other.

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