

Luther advises Riedel Communications on acquisition of live video specialist

Cologne, 15.09.2022 – The Wuppertal-based communications company Riedel Communications has acquired 100% of SimplyLive, a Hong Kong-based software provider for multi-camera production. Riedel was advised by Luther Rechtsanwaltsgesellschaft together with the local law firm Jeffrey Mak Laws.

With the acquisition of the live production specialist SimplyLive, Riedel wants to offer its clients from the sports, media and entertainment industry further innovative, future-proof technologies in the video market. With this acquisition, Riedel expands its hardware-centric portfolio for video transport and processing with COTS and cloud-based solutions and enters the heart of live production. At the same time, SimplyLive benefits from Riedel's extensive global sales and support infrastructure and can thus make its unique product portfolio available to a wider audience. SimplyLive's technology has already been used at major sporting events - such as the Summer and Winter Games.

Luther has been advising Riedel on all legal matters for many years and more recently has been increasingly involved in Riedel's M&A activities.

About Riedel Communications:

Riedel Communications GmbH & Co. KG develops, manufactures and markets innovative real-time networks for video, audio, data and communications for numerous applications in the broadcast, pro audio, event, sports, theatre, security and industrial markets. Founded in 1987, the Riedel Group, headquartered in Wuppertal, Germany, now employs over 800 people at 25 locations in Europe, Australia, Asia and the USA.

<https://www.riedel.net/>

About SimplyLive:

Founded in 2016, SimplyLive provides software-based products for multicamera production, including an all-in-one production suite, replay/slowmo, venue gateways and multiviewers for the most demanding sports video and broadcast applications such as the World Cup, Super Bowl, summer and winter games.

<https://www.simplylive.tv/>

On behalf of Riedel Communications:

Luther, Corporate/M&A: Philipp Dietz, LL.M. (Partner), Dr Shen Yuan (Counsel), Dr Madeleine Martinek (Associate)

Luther, IT Law: Dr Michael Rath (Partner), Franziska Neugebauer (Associate)

Jeffrey Mak Law Firm (Hong Kong): Jeffrey Mak, George Teo

Luther Rechtsanwaltsgesellschaft mbH

Luther is a leading German commercial law firm that offers comprehensive legal and tax advice. The full-service law firm employs over 420 lawyers and tax advisors and is represented in ten German economic hubs as well as with 11 of its own international offices in key investment locations and financial centres in Europe and Asia. Its clients include medium-sized enterprises and large corporations, as well as the public sector.

Luther works closely with other commercial law firms in all the prevailing jurisdictions. Luther is a founding member of unyer (www.unyer.com), a global organisation of leading professional services firms that cooperate exclusively with each other.

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