

## Plura introduces NEW BrightEye Mitto-4K & Mitto-25G at 2025 Cabsat

The NEW BrightEye Mitto-4K & Mitto-25G is Plura's newest addition to the well-known BrightEye Mitto™ scan converter family.

As a leading global manufacturer of monitoring, synchronization, and signal processing solutions, Plura takes the needs of our customers seriously. As part of our ongoing IP 2110 / IPMX development initiative, Plura is proud to introduce our new TRUE-IP scan converter and processor, which features unlimited up/down scaling capabilities. You can now transform any computer image or content into a stunning 12G OR 2110 / IPMX stream with unlimited scaling. "Many of our Mitto-3G customers requested this solution, and our team has delivered," said Ray Kalo, president & CEO. "Plura is committed to the long-term planning of IP 2110 & IPMX. We will continue to evolve our existing solutions to suit any media application and workflow, while keeping affordability in mind."

The Mitto-4K & Mitto-25G platform offers a flexible and robust solution for a wide range of broadcast and professional media SDI to IP transition projects. The Mitto-25G platform is a powerful hybrid solution that includes support for SFP+ / SFP28 10G / 25G (ST 2110, ST 2022-7), IPMX, 12G, 3G & 1.5G SDI, 4K HDMI 2.0 / HDCP 2.2 connectivity, and HDR capabilities PQ (ST-2084) & HLG. Plura's scaling and filtering technology ensures that Mitto consistently delivers an incredibly detailed video output.

The new BrightEye Mitto™ platform offers comprehensive interoperability with major third-party IP-UHD-FHD media solutions, including NMOS, JT-NM, and Ember+ capabilities. Our customers can easily integrate Plura IP solutions with a variety of technology suppliers for a seamless end-to-end production workflow.

### ABOUT Plura Broadcast

Plura is a leading global manufacturer of Monitoring, Synchronization and Signal Processing Solutions. Plura solutions are engineered for digital broadcast, professional video production, high-end security and media art applications. Plura products offer an incomparable feature set, superior quality and extraordinary value and reliability. # # #