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NewTek, Vizrt and Cisco to Show Virtualized Products at NAB 2018

—Cisco showcases live IP production and compact control room automation running in a virtualized environment at Cisco booth—

SAN ANTONIO – April 5, 2018 – NewTek, Vizrt and Cisco will conduct a joint demonstration of virtualized live IP video production and control room automation at NAB 2018 from the Cisco booth #SU8502CM. The demonstration will include NewTek’s NVP, a virtualized IP Series, 44-input, IP, 4K, 60P live production system, and Vizrt’s Viz Opus compact control room automation system. Both products will be running as virtual machines in Cisco’s VMware vSphere with Hypervisor management on Cisco hardware with Horizon View desktop virtualization. NewTek NDI® IP video streams interconnect the two products, running across a network using a Cisco Nexus 5000 and 9000 series switches.

“Virtualization and control room automation over IP are the future of live production,” said Roger Sherwood, director of business development, Media Segment, Service Provider Business, Cisco. “Featuring this first-of-its-kind virtualized control room along with NewTek and Vizrt is sure to be a draw for many of our customers this year at the show.”

“NewTek have long believed that the future of broadcast production is based on software, computers and networks; and have based the last 15 years of our R&D on building products to this vision. It is clear that this vision aligns with that of Cisco and Vizrt. Together we have worked on providing a demo of an entirely virtualized production system and are showing it actually working at NAB,” said Dr. Andrew Cross, NewTek president and CTO. “Because we are completely software-based, NewTek is the only major live production solution capable of being virtualized today. Combine that with our leadership position in IP video, including NDI and SMPTE ST 2110 support, you have an incredibly cutting-edge solution for broadcasters looking to streamline their operations.”

“The Vizrt world is all about now and the future – and everything in between. What we are showing with our partners, Cisco and Newtek, is so close to “now” that one can touch it,” said Petter Ole Jakobsen, Vizrt CTO. “This proof of concept shows how software-based tools make live productions ever more flexible so that industry can be prepared for now and the future at the same time.”

Where To See It

The virtualized IP video production and automation demonstration will be running during NAB show hours at the Las Vegas Convention Center South Hall-Upper in the Cisco booth #SU8502CM. Vizrt will

also show the output from the virtualized IP demonstration with thier automation workflow in the Vizrt booth #SL2416

About NewTek

As the leader in IP video technology, NewTek is transforming the way people create network-style television content and share it with the world. From sporting events, Web-based talk shows, live entertainment, classrooms, and corporate communications, to virtually any place people want to capture and publish live video, we give our customers the power to grow their audiences, brands and businesses faster than ever before.

Clients include: New York Giants, NBA Development League, Fox News, BBC, NHL, Nickelodeon, CBS Radio, ESPN Radio, Fox Sports, MTV, TWiT.TV, USA TODAY, Department of Homeland Security (DHS), the National Aeronautics and Space Administration (NASA), and more than 80% of the U.S. Fortune 100.

About NDI

NDI is in use on millions of devices and allows multiple video systems to identify and communicate with one another over IP. NDI can encode, transmit and receive many streams of high quality, low latency, frame-accurate video and audio in real time. This benefits any network-connected video device, including video mixers, graphics systems, capture cards, and many other production devices. This makes it possible to exponentially increase the number of sources available for live production switching, without directly attaching to devices, changing locations, or investing in expensive, high-bandwidth networks that simply replace SDI-based workflows. #NDIcentral

NewTek is privately owned and based in San Antonio, Texas. For more information on NewTek please visit: www.newtek.com, [Twitter](#), [YouTube](#), [Flickr](#) or connect with us on [Facebook](#).

About Vizrt

Vizrt is a worldwide market leader in the areas of real-time 3D graphics, studio automation, sports analysis and asset management tools for the media and entertainment industry. This includes interactive and virtual solutions, animations, maps, weather, social media, video editing, compositing, and multiplatform VOD and live playout tools. Vizrt has customers in more than 100 countries worldwide including CNN, CBS, Fox, BBC, BSkyB, Sky Sports, CBS Sports, Fox Sports, Al Jazeera, NDR, ITN, ZDF, VICE, The Washington Post, TF1, CCTV, NHK and the list keeps growing. Vizrt has nearly 600 employees and operates in 40 offices worldwide. Vizrt is a privately owned company by Nordic Capital Fund VIII. For further information please refer to www.vizrt.com

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