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NewTek Expands Distribution in Central Europe Adding Exertis Pro AV as Distributor

—Exertis will serve markets in Germany, Austria, and Switzerland—

SAN ANTONIO, TX—June 4, 2021—NewTek, the leader in IP-based video technology and part of the Vizrt Group, announced today expanded distribution in central Europe by adding Exertis Pro AV as a distributor to strengthen NewTek’s position in Germany, Austria, and Switzerland. Exertis will be distributing the full portfolio of NewTek products. Exertis is a leader in the Pro AV space in the region. NewTek’s software-defined visual storytelling tools will be an excellent expansion of their portfolio of products to serve customers better in the region.

"The partnership with Exertis means NewTek and NDI® solutions will now be in the hands of more creators in the so-called DACH countries to enable more stories, better told," said Barbara Spicek, President of NewTek.

“With NewTek, we have gained an established specialist for IP-based software in the video production segment. NewTek fits perfectly into our Media Solutions portfolio and amplifies our product range thanks to many features and possibilities. In addition, existing camera and signal management solutions perfectly align with the TriCaster workflow,” said Carsten Steinecker, Managing Director Business Development, Exertis Pro AV.

NewTek's line of live production systems including the renowned TriCaster® family, will allow more individuals, businesses, sporting organizations, schools, houses of worship, streamers, and broadcasters to quickly expand their business with a complete solution for the video control room. Complementary solutions such as the 3Play® 3P2 video replay system, NewTek's line of NDI-native PTZ cameras, NDI converter units, and other software-defined visual storytelling offerings will ensure a broadcast-grade quality is brought to every production.

Exertis Pro AV (formerly COMM-TEC) has been for more than 30 years one of the largest and most renowned value-add distributors for AV media technology in Europe and has been part of DCC Technology Trading/Exertis since 2019.

About NewTek

NewTek is the leader in IP video technology that gives every storyteller a voice through video. NewTek sells exclusively through hundreds of resellers ([find a reseller](#)) around the world to bring its innovative solutions to



market. NewTek products are natively IP-centric via NDI® and empower customers to grow their audiences, brands, and businesses faster than ever before.

Clients include: The Supreme Court of the United Kingdom, New York Giants, NBA Development League, NHL, Nickelodeon, CBS Radio, ESPN Radio, Fox Sports, MTV, the National Aeronautics and Space Administration (NASA), Pinsent Masons LLP, and more than 80% of the U.S. Fortune 100.

The NewTek brand joins those of NDI and Vizrt under the umbrella brand of the Vizrt Group. NewTek follows the single purpose of this Group; more stories, better told. www.newtek.com

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