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NewTek Expands the Frontiers of Software-Defined Visual Storytelling at IBC2019

—Revolutionary automation, limitless live production software, and fast, easy solutions to IP video expand user capabilities in unprecedented ways—

SAN ANTONIO, TX—September 4, 2019—Expanding upon its position as the leader in software defined visual storytelling (#SDVS) and IP video production, NewTek will demonstrate the universal power of IP video at IBC2019, giving customers breakthrough capabilities and unprecedented options that seek to transform the way video is made.

“It is clearer than ever that IP is not only the standard for video production, it is the future of video,” said Dr. Andrew Cross, president of R&D for Vizrt Group, the parent brand for NewTek. “Our mission is to empower video storytellers and expand their reach, making it fun and exciting to create shows and get your message out. Our newest products like Live Story Creator, TriCaster 410 Plus and NewTek Spark Plus 4K offer something extraordinarily powerful for any level user.”

NewTek will demonstrate these themes, new products and more at IBC2019, Hall 7 Booth #C12 at the RAI in Amsterdam from September 13-17:

Redefining the Possibilities of Production and Automation

NewTek Premium Access software allows storytellers to optimize their total cost of ownership of NewTek production systems with the latest cutting-edge features. Leading the pack is Live Story Creator, a groundbreaking approach to program automation using Microsoft® Word®. Using the world’s leading word processing program, simply build a script in Microsoft Word with triggers for actions, and easily execute a show once loaded into TriCaster® or VMC1. Premium Access also includes scalable NDI® recording and replay with full synchronization for easy multi-camera production, digital media aspect ratios and frame rates for delivery to digital screens as well as LiveGraphics, NDI KVM, LivePanel, Advance Audio, Virtual PTZ, and more.

The Most Complete Video Production Systems on the Planet

The latest line-up of TriCaster systems equip digital media professionals with an entire suite of media production capabilities putting quality, consistency and efficiency at your fingertips. The newest

addition is TriCaster 410 Plus, a rack mountable system with 8 external inputs, 4 M/Es, 4 mix outputs, real-time social media publishing, live streaming, multi-channel recording, video playback, integrated multiviewers, graphics, compositing, virtual sets, audio mixing along with NDI integration for video, audio and data transmission over IP. Powered by innovative software defined technology, these tools unleash your inner artist and turn every frame of video into an artistic masterpiece.

Video over IP Has Never Been Easier

NewTek Spark converters capture video directly from connected cameras or devices for transport over the network as visually lossless. Newest to the line is Spark Plus™, a high-bandwidth NDI device supporting resolutions up to 4K from HDMI-to-NDI, with virtually no latency. Spark Plus devices are the smallest, fastest and easiest way to acquire a 4K video source from anywhere on the network. Future proof legacy capture devices by augmenting your hardware investment with NewTek Spark converters to unlock the possibilities of IP-based software defined visual storytelling. #SDVS

For more information about NewTek at IBC 2019, please [click here](#).

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.

The NewTek brand joins those of Vizrt and NDI under the umbrella brand of Vizrt Group. The NewTek brand is 100% committed to its Channel Partners as its route to market.

Clients include: The Supreme Court of the United Kingdom, New York Giants, NBA Development League, Fox News, BBC, NHL, Nickelodeon, CBS Radio, ESPN Radio, Fox Sports, MTV, TWiT.TV, USA TODAY, U.S. Department of Homeland Security (DHS), the National Aeronautics and Space Administration (NASA), Celebro Media, Cardiff Metropolitan University, Price Waterhouse Coopers, Charles University in Prague, Pinsent Masons LLP, and more than 80% of the U.S. Fortune 100.

For more information on NewTek please visit: www.newtek.com, [Twitter](#), [YouTube](#), [Flickr](#) or connect with us on [Facebook](#).

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