

## NewTek names long-term partner, Lanlink, first Nordic distributor

*Lanlink is the eighth NewTek appointed distributor in Europe furthering its global expansion.*

**SAN ANTONIO, TEXAS — 11 May 2022** — [NewTek](#), the leader in IP video technology that gives every storyteller a voice through video, today announces a partnership with [Lanlink](#) distribution – the latest in a long line of distributor additions this year as NewTek continues its global growth.

Headquartered in Stockholm Sweden, Lanlink has been a NewTek platinum partner supporting the Nordic region and empowering video content creators for decades through the evolution of NewTek’s solutions. Now as a distributor, Lanlink can get the latest NewTek products to customers fast, with a streamlined process, leaving no wait time to create video.

*“NewTek has always had a strong user base across the Nordics, and with Lanlink as a certified distributor our customers, end-users, and future customers have easier, and faster access to our cutting-edge products. With the depth and breadth of experience that Lanlink has of our company, and solutions, we are confident we will see an expansion of NewTek users across the region, expediting our growth throughout the Nordics,”* **states Barbara Spicek, President, and GM, NewTek.**

*“The demand for video continues to reach unprecedented amounts, and NewTek’s next-generation, user-friendly, accessible, and reliable solutions are always at the top of our customers’ lists. We wanted to come together to make it as easy as possible for users to integrate NewTek and NDI-native NewTek products into their workflows and are excited for the projects to come with our new partnership. Furthermore, we believe our local experts and support will help strengthen NewTek’s stronghold in the Nordics, better-serving customers regionally,”* **remarks Peter Lilja, Managing Director, Lanlink Distribution.**

Lanlink will hold a range of NewTek stock in Sweden for quick delivery to the network, including the full portfolio of software-defined video storytelling tools, including, TriCaster® family, 3Play® video replay systems and PTZ cameras.

For more information on the NewTek product portfolio through Lanlink Distribution, please contact: Tina Lindblom at [tina.lindblom@lanlinkdist.tv](mailto:tina.lindblom@lanlinkdist.tv) or by phone: +46-8-969400

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### About Lanlink Distribution

Lanlink Distribution, originally founded in 1983 and with a start in data-networks have since early 2000 focused on video, digital media, streaming and graphic-solutions. In the last six years Lanlink has been one of the frontiers in delivering IP-based video- and audio-solutions. With the aim to deliver unprecedented support and expertise we are expanding sales across the Nordics with IP-based media workflow.

### 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](http://www.newtek.com), Twitter, YouTube, Flickr or connect with us on Facebook.

#### **About NDI**

NDI is a brand of Vizrt Group. NDI software is in the hands of millions of customers worldwide 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 cameras, converters, video mixers, graphics systems, capture cards, and many other production devices.

#SDVS #NDIcentral #NDItv