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NewTek Extends Leadership Position in IP Production, Continues NDI® Innovation Path

—Fully virtualized workflows, next versions of TriCaster® and IP Series, revolutionary graphics workflows, customized web control of products, major new NDI® partners, and new NDI technology among forthcoming NAB 2018 announcements—

SAN ANTONIO – March 22, 2018 – Leading into NAB 2018, NewTek continues to innovate and extend the now dominant position of NDI® as the de facto standard in the industry for sharing video between software applications and hardware devices on standard Ethernet networks. Implemented in thousands of products and used by more than 10 million people worldwide, NDI is by far the most widely adopted and used IP standard. At NAB, announcements of major new adoptions by leading companies will further solidify this position. In addition, NewTek will show the next versions of TriCaster® and IP Series, introduce next-generation, fully virtualized control rooms, announce unprecedented graphics technology that promises to revolutionize graphics workflows for live production, and make several other new product and technology announcements.

NewTek will host an event to preview these new developments and will be joined by major new NDI partners at the SLS Hotel in Las Vegas on Sunday, April 8, beginning with cocktails at 5:30 p.m. followed by a presentation from 6:30 to 7:30. Click [here to register](#).

“It is clear that IP video is changing the industry and we are truly seeing the second generation of video production come to reality. Our introduction of NDI is impacting not only how professional video is produced, but also other industries like gaming, A/V, digital signage, live events, and many more,” said Dr. Andrew Cross, president and CTO for NewTek. “We’re excited to be showing the latest capabilities in software and IP-centric video production techniques combining our capabilities with those of the larger ecosystem around them, all of which are growing at an unprecedented rate. We believe that it will be a software and IP-based approach that will drive the growth of video content, allowing more people to produce more content for more viewers. We are proud to be a provider of the innovation and products that are helping fuel this revolution.”

NewTek will also be demonstrating TriCaster TC1 and NewTek IP Series VMC1, still the only production switchers in the market capable of true IP, 4K, 60fps for 16- and 44-channel video switching respectively. TriCaster TC1 and VMC1 sit at the heart of any all-IP end-to-end live video production workflow from acquisition to live production and distribution. The entire all-IP workflow will be on display at the NewTek booth #SL5016 at NAB.

NewTek is also introducing new NDI® technology and a new version of the SDK and free tools, providing numerous performance improvements and features to NewTek's royalty-free IP video technology while maintaining full forward and backward compatibility.

For more information please visit <https://www.newtek.com>

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](#).

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