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NewTek Ignites Live IP Revolution With World's First NDI® Native Camera

—Broadcast quality IP video camera connects to every NDI-enabled video application—

SAN ANTONIO – July 12, 2017 – NewTek today introduced the world's first PTZ camera that is truly plug and play. With built-in NDI® functionality this revolutionary IP video camera transmits full 3G 1080p 60 video directly to NDI-compatible products across a standard network. The NewTek NDI camera connects to the network and delivers pristine video and audio, as well as tally, PTZ control, and power all over a single Ethernet cable.

Once connected to the network, the camera is visible to all compatible systems running the latest version of NDI including: LiveStream Studio, SplitmediaLabs XSplit, Streamstar®, OBS Studio, StudioCoast vMix, Telestream Wirecast, NewTek TriCaster®, and hundreds more. More sources become available immediately with the simple addition of NDI cameras to the network. Once available on the network, the NewTek NDI camera is also automatically recognized by applications such as GoToMeeting™, Skype™, Skype for Business, Zoom Media and many others.

“There have been a few inflection points in the broadcast industry that have delivered profound benefits, such as the transition to nonlinear editing from cutting tape. The move to IP-based production is one of those unique moments in our industry,” said Dr. Andrew Cross, president and CTO for NewTek. “The transition is happening fast because it is being driven by customer demand. Producers recognize this technology simplifies their work, while expanding their opportunity to create more and better shows. With the availability of NDI cameras, from NewTek and others that are sure to follow, IP-based production is truly here.”

“StudioXperience® is a Waskul.TV broadcast venue that travels to events around the world. NewTek's NDI technology has made it possible for us to expand our capabilities while minimizing resources and studio setup time,” said Steve Waskul, CEO at Waskul Entertainment. “The NewTek NDI PTZ cameras are a great addition to our IP video workflow. They can be set anywhere in the environment and through the magic of NDI they immediately appear on our network and can be accessed and controlled remotely.”

Pricing and Availability



Orders for the NewTek NDI PTZ camera are being accepted now and units will begin shipping on August 1 for \$2,799 USMSRP. International pricing will vary. Visit the NewTek [online store](#) for further details or contact your NewTek representative.

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.

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. 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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