

CONTACT:

Scott Carroll
NewTek
210-370-8166
scarroll@newtek.com

Sophie Latish
Brand Definition
503-360-6411
sophie@brand-definition.com

NewTek Showcases NDI® Integration with Mediasite and NDI PTZ Camera at ISE 2019 for Classrooms, Training Rooms and Board Rooms

—Most Efficient AV over IP Lecture Capture Solution in the Industry—

AMSTERDAM, ISE Stand 10-K160—January 28, 2019—At the Integrated Systems Europe 2019 tradeshow next week, NewTek will demonstrate the most efficient video streaming solution available for centralized video capture through a collaboration with Sonic Foundry, Inc., the trusted global leader for video creation and management solutions and maker of Mediasite Video Platform.

The demonstration integrates NewTek’s NDI® technology and NewTek’s NDI PTZ Camera with a Mediasite appliance allowing for a more flexible video transmission to any centrally-connected location. NDI-enabled video products, like the NewTek NDI PTZ camera, are automatically detected and able to bi-directionally communicate with Mediasite over a 1GB network in real time. By removing distance limitations and the hassle of setting up equipment, this convergence of technologies provides unprecedented flexibility to acquire and record video on campuses, within enterprises, and at events.

“The Mediasite and NDI integration will help us to capture educational content and campus events more efficiently from anywhere without the need for a complicated setup, extensive equipment and bandwidth concerns,” said Trond Sørli, multimedia manager at the Oslo, Norway Kristiania University College.

“We’re installing two NDI PTZ cameras from NewTek along with two Connect Sparks providing a presenter the slides and integrating with our mobile Mediasite Recorder. The best part: I can control the camera over NDI with a joystick from my desk, and our students and viewers can watch the stream in real-time.”

“The future of video lecture capture is computers, software, and networks. It is here and available now,” said Michael Kornet, executive vice president and general manager of NDI for NewTek. “Our collaboration with Sonic Foundry creates a powerful option that was not previously possible. The NDI and Mediasite integration lets customers plug in our NDI-enabled camera into a standard network port and capture by Mediasite without having to tether, move or connect any other equipment.

“Increasingly boardrooms, training rooms and classrooms are equipped with video technology to help employees, faculty and students learn and communicate. As these spaces continue to become more collaborative, the technologies, like Mediasite, must be able to scale up as usage grows. We’re excited about Mediasite’s new integration with NewTek’s NDI, because it gives our customers a new way to flexibly capture and deliver videos like never before,” said Rob Lipps, EVP, Sonic Foundry.

NewTek will demo the integration at ISE 2016, February 5-8 at stand 10-K160. Sonic Foundry will also be demonstrating the integration at ISE stand 11-F140.

For more information about NDI, go to <https://www.ndicentral.com/>.

About Sonic Foundry®, Inc.

Sonic Foundry (OTCQB:SOFO) is the global leader for video capture, management and streaming solutions. Trusted by more than 4,900 educational institutions, corporations, health organizations and government entities in over 65 countries, its [Mediasite Video Platform](#) quickly and cost-effectively automates the capture, management, delivery and search of live and on-demand streaming videos. Learn more at www.mediasite.com and @mediasite.

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.. #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](#).

###

- NDI, TriCaster, TalkShow, 3Play, LightWave 3D, and Broadcast Minds are registered trademarks of NewTek, Inc.
- MediaDS, LightWave, ProTek, LivePanel, LiveGraphics, and ProServ are trademarks and/or service marks of NewTek, Inc.
- All other products or brand names mentioned are trademarks or registered trademarks of their respective holders.