

NewTek reveals PTZ3, the World's First PTZ Camera to Offer NDI®|HX 3

- *Simple, flexible, and uncompromising the PTZ3 offers low-latency, low bandwidth, and higher-quality via NDI®|HX3 and professional audio -*

SAN ANTONIO, February 15th, 2022— [NewTek](#), the leader in IP-based video technology and part of the [Vizrt Group](#), establishes its commitment to innovation with the launch of the NewTek NDI®|HX PTZ3 Camera.

Offering advanced flexibility and simplicity, the PTZ3 is the first camera on the market to use NDI|HX3, the latest development from NDI. Users can select NDI®|HX 3 as an option for better video with reduced latency – using a fraction of the bandwidth. Also unique to the PTZ3, is professional-level audio connectivity, raising the bar for audio quality in PTZ cameras everywhere.

The PTZ3 is an affordable, IP-based pan-tilt-zoom camera that delivers high-quality, high-definition video to the network and interoperability with any of the thousands of applications that support NDI. With single cable connectivity, the PTZ3 allows everyone, including video professionals, technology managers, and A/V systems integrators to explore new ways to expand, grow, and evolve productions using their network, while simultaneously streamlining integration and installation by incorporating power over Ethernet.

"The PTZ3 overcomes some common challenges that have impacted PTZ usability in the past through an innovative approach to preset recalls, low latency and high quality with NDI|HX3, and single cable connection" comments William Waters, Head of Product Management, NewTek

NDI. Better.

NewTek was the first to deliver a PTZ camera that used the revolutionary NDI technology, the world's largest and fastest-growing IP production protocol. NDI devices simply appear on the network automatically and can be easily integrated into any workflow. By continuing to work closely with the NDI team, NewTek have been able to develop, from the ground up, the PTZ3, breaking the mold yet again. With the integration of NDI|HX3; the PTZ3 gives the option to deliver low latency transmission with reduced bandwidth, while maintaining the visually lossless standards NDI users demand.

Audio. Better.

Then NewTek PTZ3 enhances audio connectivity by featuring a professional mini-XLR mic input connection in addition to a line level mini-jack. Delivering clean, balanced audio directly from the camera into the NDI network, customers and integrators will have confidence their audio maintains the highest fidelity. Further, once on the NDI network, the PTZ3 audio can be routed, mixed, enhanced, and distributed to thousands of devices and software providing unprecedented levels of creative flexibility.

Connect. Better.

With one cable for power and connectivity, no other camera on the market offers this level of simplicity and control; eliminating the need for, and the increasing cost of, long cable runs, complex setups, and management time to maintain. The NewTek PTZ3 can be added into any workflow with a single ethernet cable for HD video up to 1080/60p, audio, PTZ presets and control, tally, and PoE. Users can remotely control the camera from any device via NDI. When combined with NDI Studio Monitor, users can

operate the camera through commonly available control devices, even including gaming controllers, reducing the cost of entry into camera control systems.

“As part of the Vizrt Group family, NewTek works closely with NDI to harness its power of connection and fuse it into the DNA of our products and solutions. We are proud to pioneer a future-proofed PTZ camera that offers unparalleled flexibility that meets the fast evolving needs of the market,” continues William Waters, Head of Product Management, NewTek.

Simplicity and flexibility are not only showcased in the myriad of new features in NewTek’s PTZ3, but the latest model is also shipped with ceiling and wall mounts and is available in black or white to better match where the camera is needed, whether it be for a studio, classroom, hospital, corporate meeting space, or live event venue.

The PTZ3 is priced at \$2,795 USMSRP - International pricing may vary.

For more information, please visit <https://www.newtek.com/camera/ndihx-ptz3/>

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About NewTek:

NewTek is the leader in IP video technology that gives every storyteller a voice through video. Working exclusively with selected Channel Partners around the world to bring its innovative solutions to market, NewTek empowers customers to grow their audiences, brands, and businesses faster than ever before. NewTek products are natively IP-centric via NDI®.

Clients include: The Supreme Court of the United Kingdom, New York Giants, NBA Development League, NHL, Nickelodeon, CBS Radio, ESPN Radio, Fox Sports, MTV, the National Aeronautics and Space Administration (NASA), Pinsent Masons LLP, and more than 80% of the U.S. Fortune 100.

NewTek is part of the Vizrt Group alongside its sister brands, Vizrt and NDI. NewTek follows the single purpose of this Group; more stories, better told. www.newtek.com

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Vizrt Group® runs under the passionately held single, simple purpose of “more stories, better told,” supplying media content creators around the world with software-defined visual storytelling tools to help them to build a better-informed world.

The Group contains three of the strongest names in the broadcast technology industry; NewTek, NDI® and Vizrt. All three being creative businesses, built on innovation and grown by our people, with the goal of becoming the most recommended solution provider in the markets we serve.

We combine our strategic pillars of Content-Centricity, Software-Defined, IP First, and Innovation to increase our customers’ success in delivering engaging and immersive content to their audiences.

Vizrt Group is a global and diverse organization with over 600 employees from 58 different nationalities, with offices in 16 countries worldwide. It is privately-owned by Nordic Capital Fund VIII. www.vizrtgroup.com