CONTACT:

Amber Bagwell
NewTek
210.370.8405
abagwell@newtek.com

Leading Companies in NewTek Developer Network Unveil New Products at NAB Show
Seven new partner workflows dramatically expand TriCaster capabilities

SAN ANTONIO – April 07, 2013 –NewTek™ today announced the expansion of the NewTek Developer Network, a growing ecosystem of companies that create compelling workflows for NewTek customers. The Network, which already includes industry leaders such as Avid and Chyron, offers customers an extended set of products that work directly with TriCaster to provide innovative solutions and support for live production.

"NewTek's TriCaster has been very popular with Ustream broadcasters with it's multi-camera switching, 1080p, video playback, and green screen with chroma key -- basically everything you would want to do on video production at a really affordable price point," said Ustream CEO Brad Hunstable. "Ustream is thrilled to partner with NewTek, to include native support for Ustream inside of every TriCaster."

The Network includes companies in several different categories – streaming, graphics, content, controllers – which together with TriCaster, offer NewTek customers unprecedented and innovative options for live streaming and production.

The companies unveiling new products and workflows for TriCaster customers include:

Streaming

• **Haivision** – HyperStream Live - Multi-bit streaming as a service in the cloud for TriCaster.

• **Ustream** – Stream directly from the TriCaster to Ustream with one-click.

Graphics

• **Compix** – Linx – Software-based character generator for the TriCaster with optional channel branding and social media integration

• **Graphics Outfitters** – IVGA Connect – Connect any external HD-SDI source over the Ethernet to TriCaster.

Content

- **Freeplay Music** – Desktop access to free and affordable music for TriCaster.

Controllers

- **AJA** – KUMO SDI routers - connects up to 32 sources with TriCaster 8000

- **Utah Scientific** – UTAH-100/UDS - modular router system provides additional sources for the TriCaster 8000.

"The landscape of live production and network style content is dramatically expanding as TriCaster and 3Play are being utilized by so many creative people today," says Michael Kornet, vice president of business development at NewTek. "Through the program's SDK we have provided the inner workings of our products so that developers can add even more value to our customer's powerful live production workflows. We are proud to recognize a host of companies at NAB that are announcing new product workflows for our customers and value them as the newest members of the NewTek Development Network."

To learn more about the NewTek Developer Network and its SDK program, visit http://www.newtek.com/solutions/newtek-developer-network.html.

About NewTek
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 venue where 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: "The X Factor," ESPN X Games, 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), and National Aeronautics and Space Administration (NASA).

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.

###

- NewTek, TriCaster and 3Play are trademarks of NewTek.
- All other products or brand names mentioned are trademarks or registered trademarks of their respective holders.