

**CONTACT:**

**Scott Carroll**  
NewTek  
210-370-8166  
[scarroll@newtek.com](mailto:scarroll@newtek.com)

**Erik Hidle**  
Brand Definition  
503-621-2675  
[erik@brand-definition.com](mailto:erik@brand-definition.com)

## **NewTek Video-Over-IP Technology, NDI® Is Adopted By Sony's Latest 4K Pan-Tilt-Zoom Camera**

*—NDI's community of IP products, the world's largest already in the hands of millions of end-users, are now accessible by Sony customers—*

**NAB BOOTH #SL5016, LAS VEGAS, NV—April 7, 2019**—NewTek announced today it is collaborating with Sony to bring the BRC-X400, Sony's latest 4K Pan-Tilt-Zoom (PTZ) Camera to market with support for NDI®|HX, the key technology behind the world's largest and fastest growing community of IP video products. Sony is a clear leader in the global transition to IP-based technologies with decades of experience building revolutionary broadcast systems. Customer demand for NDI led to a close cooperation between Sony and NewTek to add NDI|HX capability to its latest BRC-X400, Sony's first IP 4K PTZ camera delivering 4K30p high picture quality, powerful 80x zoom in FHD with Clear Image Zoom, Tele Convert Mode and support vast range of camera control protocols including 700 Protocol, CGI as well as VISCA/VISCA over IP. The model comes with broadcast-friendly features such as tally lamps and genlock supports and ensure efficient live production set-up by power supply, image output, camera controls, all over a single Ethernet cable.

The true power of NDI is that it operates on standard gigabit networks and can be received and processed by software on computer systems, making this technology usable in almost any network environment today. Driven by the explosive growth of channels and online video distribution, this historic transition to IP-based video production led by NDI brings broadcast level quality to millions of users while helping broadcast networks and TV stations produce more content of higher quality in less time.

“With the industry clearly moving towards IP and computing-based technologies in practical, cost-effective broadcast applications, we see new and exciting opportunities for our customers. Sony support of NDI|HX in the new BRC-X400 4K PTZ camera was driven largely by customer demand for NDI,” said Hiroshi Kawano, president of Professional Products & Solutions Group, Sony Imaging Products & Solutions Inc. “We look forward to working closely with NewTek to extend the benefits to customers with our addition of NDI|HX.”

“This collaboration with Sony symbolizes a significant step for the industry,” said Dr. Andrew Cross, president and CTO for NewTek. “Sony is a clear leader in the global transition to IP-based technologies with a long history of building revolutionary broadcast systems. The world has moved to IP video and we are proud to be working with Sony to make their latest PTZ camera BRC-X400 connect with the millions of NDI systems around the world. We believe that Sony can empower users to build more agile, flexible

and affordable systems that provide live productions with more freedom with its simpler connectivity and hassle-free operation.”

Sony will be introducing the BRC-X400 with built-in NDI during NAB 2019 at Exhibit C11001 in Las Vegas, NV from April 6-11.

For more information about NDI, go to <http://ndi.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 already in the hands of millions of people and allows multiple video sources 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 and application, including cameras, converters, video mixers, graphics systems, capture cards, and more. #NDIcentral

NewTek is privately owned and based in San Antonio, Texas. For more information on NewTek please visit: [www.newtek.com](http://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.