

NewTek launches inaugural TriCaster® Director of the Year Awards

- *Global celebration of talented visual storytellers using TriCasters to wow audiences* -

SAN ANTONIO, May 5th, 2022— Calling all visual storytellers, creatives, directors, live content producers and maestros using the TriCaster. [NewTek](#), the leader in IP-based video technology and part of [Vizrt Group](#), today announces a quest to find and celebrate the everyday operators of the iconic line, with the *TriCaster® Director of the Year Awards*.

The TriCaster Director of the Year Awards will showcase the innovation, technical skills, and creative excellence of the global first-class talent that fly the TriCaster tech. Entries for the awards open on **19 May 2022**.

“We are on a mission to honor the amazing talent that gives real purpose to our flagship product line. We want to recognize the visual storytellers that operate TriCasters and highlight how they artfully weave together video into impactful and compelling story. Cutting-edge content needs more than just technology, it needs talent. With the TriCaster Director of the Year Awards we want to give back to the TriCaster maestros who create magic and delight for audiences and the industry,” states **Barbara Spicek, President and GM of NewTek**.

The categories for this year include:

- The TriCaster Director of the Year – *Universal best director chosen by the judges*
- The ESG (Environmental, social, and corporate governance) TriCaster Director of the Year Awards
- The Corporate TriCaster Director of the Year
- The Education TriCaster Director of the Year
- The House of Worship TriCaster Director of the Year
- The Sports TriCaster Director of the Year
- The Live Production TriCaster Director of the Year (music, events, awards, broadcast, etc.)

Any technical director or TriCaster operator can apply online by submitting a brief highlights video that represents their top TriCaster content this year alongside a short synopsis and statement of support. Submissions will then be reviewed by a panel of expert, industry judges (to be announced shortly) which will also choose an overall TriCaster Director of the Year from the entrants.

For the ESG TriCaster Director category, the judging panel will choose a shortlist of 10 entries and open the shortlist to a public vote. The public then has their chance to get

involved and share their perspective on what creative director has made the most impact on their community with their content.

The winners will be invited to a one-of-a-kind NewTek gala ceremony in late November, where the winners will share in a \$100,000 value prize pot. The awards show will also be streamed live on NewTek TV using a TriCaster to exhibit the production power of the product.

For all the updates on the NewTek TriCaster Director of the Year Awards follow the official hashtag: **#TriCasterAwards2022**

For more information, and to apply from **May 19th** visit: www.newtek.com/tdoty

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Press contacts: Cath Webb cwebb@vizrt.com / Amisa Saari-Stout asaari-stout@vizrt.com

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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About the Vizrt Group:

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 X. www.vizrtgroup.com