



CONTACT:

Scott Carroll
NewTek
210.370.8166
scarroll@newtek.com

Sophie Latish
Brand Definition
503.360.6411
sophie@brand-definition.com

NewTek To Showcase The World's First End-to-End IP Video Production Solution At IBC2017

—Leader in IP video will demonstrate a full workflow based on its NDI® video standard—

SAN ANTONIO – August 2, 2017 – For the first time anywhere, NewTek will debut its full end-to-end IP solution at IBC2017 in Amsterdam from September 15-19, 2017 on Stand 7.K11. NewTek will demonstrate the world's first NDI® PTZ camera with video, audio, PTZ control, tally and power over one standard Ethernet cable. NewTek will also show the Connect Spark portable NDI converters, devices designed to bring SDI or HDMI video signals into a computer or onto an IP network, either wired or wirelessly, and include tally and direct recording. The NewTek NDI PTZ Camera and Connect Spark devices work with all NDI compatible products including LiveStream Studio, SplitmediaLabs XSplit, Streamstar®, OBS Studio, Renewed Vision ProPresenter 6, StudioCoast vMix, Telestream Wirecast, NewTek TriCaster®, and hundreds more.

NewTek will also showcase the award-winning TriCaster TC1 and IP Series, the most complete production solutions available to the industry. These systems provide switching, streaming, recording in HD, 3G, and 4K UHD 60p on all inputs. At the heart of NewTek's IP revolution is royalty-free NDI technology. All of these products utilize NDI version 3, the third generation of NewTek's IP video technology standard. This new version provides advanced features and performance improvements while maintaining full forward and backward compatibility. Among dozens of other enhancements, NDI version 3 supports multicast with forward error correction; a high efficiency mode suitable for wireless or long distance transmission; PTZ camera control and tally; improved encoding performance, and much more.

NDI has become the de facto industry standard for sharing IP video over a one Gigabit Ethernet network, infrastructure which already exists throughout schools, hotels, businesses, houses of worship, stadiums and other live venues. Millions of NDI-enabled applications, devices and systems are in use and NewTek will be demonstrating how the NDI standard is the fastest, easiest way to get IP video into your production.

To complete the full end-to-end IP workflow, NewTek will also demo MediaDS, a real-time media encoding and live streaming video delivery platform; TalkShow, the multi-channel video calling



production system and its 4K-capable IP Series, a software-driven, modular video production system with virtually limitless access to video sources and video mixing options.

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. This makes it possible to exponentially increase the number of sources available for live production switching, without directly attaching to devices, changing locations, or investing in expensive, high-bandwidth networks that simply replace SDI-based workflows.

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. 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, and ProTek 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.