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**NewTek NDI™ Creates Interoperability Throughout The 2017 NAB Show Floor**

*—More than 40 companies are connected with NDI IP technology from their booths—*

**LAS VEGAS, NAB Booth #SL5016, April 24, 2017**—In what is likely the widest display of IP interoperability within the broadcast community, NewTek announced today that more than 40 companies will simultaneously demonstrate products integrated with NewTek’s royalty free NDI™ technology for software-driven IP workflows at NAB 2017 in Las Vegas from April 24-27. NDI allows multiple video systems to identify and communicate with one another over IP, and to encode, transmit and receive many streams of high quality, low latency, frame-accurate video and audio in real time.

Many of the NDI-enabled commercial products being shown at NAB are using the local area network at the Las Vegas Convention Center to send video and audio sources bi-directionally between partner booths. These include companies from the NDI Central booth #SL5421 and the NewTek booth #SL5016.

“All 40 or any number of NDI-enabled products can interoperate with each other over the network at NAB without having to do much more than connect each device or application to the Internet,” said Dr. Andrew Cross, president and CTO for NewTek. “What’s exciting is NAB provides the perfect scenario for the widest demonstration of the power and breadth of NDI because of the number of products all being demonstrated at one time. In essence, NewTek NDI at the 2017 NAB Show represents the world’s largest IP-based software-driven workflow to date.”

Companies at NAB demonstrating NDI-enabled technology include:

- Adder
- Adobe
- AJT Systems
- Archion
- Bannister Lake
- BirdDog
- Bluefish444
- Brainstorm
- ChyronHego
- Dalet
- Deltacast
- DrasticTech
- DVEO
- Estructure
- FingerWorks
- JVC Kenwood
- Livestream
- LiveU
- LiveXpert
- Make.TV
- NewBlueFX
- NewTek Inc.
- NewsMaker Systems
- NIXUS
- Osprey Video
- Panasonic
- Pizazz
- ProMAX
- Pronology
- Rebotnix
- Renewed Vision
- Ross Video
- Scale Logic
- Softron
- Streamstar
- Telestream
- Vizrt
- vMix
- Waskul.TV
- Wowza
- Yuan

In addition, both the NAB Show Live from the Central Hall produced by Broadcast Beat and the StudioXperience Booth #SL2425 are also utilizing NDI to share video sources across the LAN at the convention center for their respective live NAB broadcasts.

To date, the NDI SDK has been downloaded by more than 2,000 individuals with more than 400 companies already creating commercial applications based on NDI.

For more information please visit [www.newtek.com](http://www.newtek.com) #NDIcentral

#### **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 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](http://www.newtek.com), [Twitter](#), [YouTube](#), [Flickr](#) or connect with us on [Facebook](#).

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