

**FOR IMMEDIATE RELEASE**



## **Vaddio Equips RoboSHOT Elite Camera with NewTek NDI®**

*Vaddio will introduce the RoboSHOT® 30E NDI during the InfoComm 2019 Show at Booth 2500 in Orlando, FL from June 12-14, 2019.*

Eden Prairie, MN (May 28, 2019) - Vaddio has equipped its RoboSHOT 30E PTZ Camera with Newtek NDI®, a technology that allows video systems to automatically detect and communicate with one another over IP, enabling video workflows across Ethernet networks.

The RoboSHOT 30E NDI Camera is a recognizable video source by other NDI-enabled applications and devices connected to a standard local area network. In addition, the camera's pan/tilt/zoom controls and tally can be accessed through NDI, creating a complete IP workflow for operator control.

“By creating an NDI-capable camera based on our RoboSHOT Elite cameras, our customers will have the ability to create complete IP workflows for classrooms, houses of worship, medical simulation labs, and other applications requiring capture and presentation of high quality video content,” said Darrin Thurston, Vice President of Product Development at Vaddio. “NewTek’s NDI technology complements Vaddio’s product philosophy of being simple to install and operate for our customers.”

“Software-driven IP workflows are quickly becoming ubiquitous in video production,” said Michael Kornet, Executive Vice President and General Manager of NDI for NewTek. “NDI-enabled RoboSHOT Elite cameras exponentially increase the video sources available for live production, creating efficiencies and opportunities for customers that did not previously exist. NDI is the dominant IP technology on the market, as shown by the millions of customers with access to it today.”

NewTek’s NDI technology allows video and audio sources to be shared across a network, eliminating the need for costly direct connections, expensive cable runs, and infrastructure upgrades while turning every source into a destination instantly available anywhere on the

network.

RoboSHOT Elite Series Cameras, Vaddio's next generation of professional cameras, are designed with an 1/2.5-type Exmor R CMOS sensor and deliver striking, high-definition video image quality. Cutting-edge image signal processing (ISP) results in better light-gathering capabilities, incredible contrast and sharp 1080p/60 video, even in dim lighting conditions. RoboSHOT Elite cameras are equipped with enhanced wide dynamic range, which can help correct for environments with uneven lighting by making darker or over-bright areas in video more visible and detailed.

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For more information on NDI, visit [ndi.newtek.com](http://ndi.newtek.com). #NDIcentral

For more information about Vaddio, visit [www.vaddio.com](http://www.vaddio.com).

### **About Vaddio**

Vaddio, founded in 2003, designs, develops and manufactures professional quality PTZ cameras, Pro AV solutions and a full suite of Unified Communication and Collaboration systems for the audiovisual, collaboration and production markets. Vaddio solutions combine enterprise-class performance with system-configured design and are easy to install and easy to use. Backed by industry-leading support, Vaddio products enhance any AV experience by elevating the science of communication with the Art of Easy. For more information, visit [www.vaddio.com](http://www.vaddio.com) or contact 1.800.572.2011 / [info@vaddio.com](mailto:info@vaddio.com) in North America; +31.495.580.840 / [emea.sales@milestone.com](mailto:emea.sales@milestone.com) in EMEA; or +852.2145.4099 / [asia.sales@milestone.com](mailto:asia.sales@milestone.com) in Asia Pacific.

### **AV Brands of Legrand**

The Commercial AV Brands of Legrand (formerly Milestone AV Technologies) are a leading provider of innovative mounting, racks and display solutions for various audiovisual technologies. Our innovative products, sold principally under the Chief, Da-Lite, Middle Atlantic, Projecta, Sanus and Vaddio brands, are sold through numerous channels. The Commercial AV brands of Legrand provide the most comprehensive offering of AV solutions in the market. The Company serves a broad base of over 6,000 global AV customers.

### **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.

NewTek is a privately-owned company by Vizrt 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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• NDI is a registered trademark of NewTek, Inc.  
Click here to download a product photo of the RoboSHOT 30E NDI Camera.

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