ATOMOS Advances IP Workflows With NDI®

Melbourne, Australia – 27th July 2022 – ATOMOS announces support for advanced software-driven IP workflows using NDI® technology. With the new partnership, ATOMOS joins the industry's largest IP ecosystem of products and the growing number of companies enabling IP-based customer workflows. ATOMOS now integrates NDI across the entire CONNECT product range as an instantly recognizable source by other NDI-enabled applications and devices connected to a standard local area network.

NDI, a Vizrt Group company, is a software-defined standard enabling bi-directional sharing of video and audio sources across local area and wide area networks. Using NDI eliminates the need for costly cabling and infrastructure. NDI enables production teams to stay native in NDI, end-to-end, reducing complexity, cost and footprint while providing refined encoding/decoding and delivering frame-accurate video.
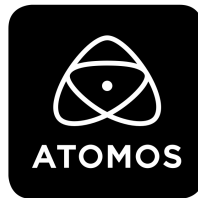
ATOMOS CONNECT and NDI

To spearhead the NDI partnership, ATOMOS integrated NDI®|HX in the new ZATO CONNECT, ATOMOS CONNECT, and SHOGUN CONNECT. Initial NDI support for encoding will be available in Q3 with an update in Q4 2022 for decoding. This update enables ATOMOS customers to share images and content between multiple devices locally and select a specific device (or devices) to record the incoming signal.

The newest iteration of NDI|HX, NDI|HX3, offers both low bandwidth and low latency options for end-users. With NDI|HX3, encoding is visually lossless, even in bandwidth constrained environments, enabling ATOMOS customers to expand the use case and versatility of the CONNECT products by sharing video between team members and adding the ability to record content on different devices. NDI provides an ideal balance between quality, latency, and bandwidth requirements.

Full encode and decode NDI|HX support will be available as a paid activation. For ZATO CONNECT, ATOMOS CONNECT for NINJA V and NIINJA V+, and SHOGUN CONNECT will be a single price of $99USD.

"With software-driven IP workflows mission-critical for video production, teams need to have secure, low latency technology to streamline and transform productions. NDI provides that guarantee in a simple to adopt way. The NDI integration for ATOMOS products will enable limitless connection opportunities for ATOMOS users and we are excited to see how it will generate even more creativity in the stories they tell," **Tarif Sayed, President, NDI**

"Everyone at ATOMOS has been thrilled by the positive feedback we've received for the CONNECT range. The addition of NDI has been on the internal roadmap for some time. Because NDI provides such a well-known, trusted, and powerful IP-video workflow, we can offer more versatility to our customers and increase the value of their investment in ATOMOS technology. When it comes to sharing video across devices, we see immense potential for collaboration, flexible system design, and redundancy, we're excited really to see where our customers will take this innovation."
Trevor Elbourne, CEO, ATOMOS

For more information on NDI, visit www.ndi.tv

About ATOMOS

ATOMOS designs pioneering products that transform the way digital film and video content is made around the world. From our range of hardware devices for monitoring and recording, easy-to-use software tools, and intelligent cloud services, we engineer best-in-class technologies, and create products for the next generation of filmmakers.

Through relentless innovation we simplify your workflow. Whether you record cinema quality footage, monitor a scene with crystal clear color accuracy, switch between multiple cameras, or stream a live event with a portable studio, ATOMOS empowers anyone to realize the best possible version of their creative potential.

ATOMOS is based in Melbourne, Australia with a distributed worldwide team and offices in the USA, Japan, China, UK, and Germany and has a worldwide distribution partner network.
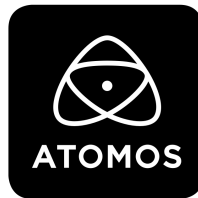
Contact ATOMOS PR

Press information and image requests

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About NDI®

NDI® (Network Device Interface technology), is a standard enabling IP video workflows across standard Ethernet networks, which advances our customer's software-drive IP workflows.
It allows video and audio sources to be shared bi-directionally 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 - enabling our mission of "moving video, moving the world".

NDI® is in the hands of millions of customers using applications and devices that are NDI®-enabled and has been adopted by more media organizations than any other IP standard, therefore creating the industry's largest IP ecosystem of products and the rapidly expanding number of companies enabling IP-based customer workflows.

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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 630 employees from 63 different nationalities, with offices in 16 countries worldwide. It is privately-owned by Nordic Capital Fund X. www.vizrtgroup.com

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