

## **For Immediate Release**

### **Videstra Expands Sponsorship and Workflow Capabilities for Live Cameras and h.264 Streams**

*New Automatic Graphic Overlay, Touchscreen Mode, and Clip Creation from Past Three Days of Content Make Live Broadcast Workflows Easier Than Ever*

Middleton, WI - March 27, 2018 – Videstra LLC, whose VestraView solution provides a single, unified broadcast and digital publishing workflow for live cameras, storm chasers, content networks and other h.264 streams is introducing powerful new tools at NAB 2018. These new capabilities open up new advertiser revenue opportunities, expand content production, and maximize the live production user experience while minimizing risks.

“Our goal is to help broadcasters get the most value from the wide variety of streaming content they look to broadcast and publish to their websites and apps while reducing manual workflow and eliminate risk,” says Videstra founder and managing director Dan Desjardins. “Now every source in the VestraView system can have its own unique graphic overlay creating new opportunities for the stations’ sales teams to secure sponsorship agreements. The user enhancements make using all of the live local cameras and other streams easy with minimal operator involvement.”

The new graphic overlay feature allows users to configure each camera with a selection of unique full color, full transparency graphic overlays. This graphic is automatically applied to the HDSDI output when the source is selected and routed to any of the V-Streamer outputs. Images and streams from the sources can also be digitally published to a virtually unlimited number of locations, each of which can have a unique overlay.

The new Clip Factory™ module allows users to look back at up to three days of video from select Axis cameras enabled with onboard memory cards. With the Videstra Clip Factory, users can easily see and select any in and out point, preview the clip and save it for playout through the V-Streamer or send it to editors or directly to playout servers. The Clip Factory supports MP4, ProRes and Windows Media (.asf) video formats.

Also new for 2018 is the touchscreen mode for live control room operation. Selecting touchscreen mode enables operators to have the functionality they need for on-air use, including pan/tilt/zoom/focus and control and access to camera presets while eliminating the need for an additional keyboard and mouse or switching between them using a KVM. The buttons and controls are larger in the touchscreen mode to help ease of use and eliminate the risk of error.

All of these and the rest of the Videstra solution set will be on display March 8-12, 2018 in Las Vegas at the National Association of Broadcasters convention. You can find Videstra in the upper level of South Hall, booth number SU7021.

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**About Videstra LLC**

Videstra was founded in 2016 to provide the next generation workflow solution for television stations to control, broadcast, and digitally publish content from their networks of live local cameras. Today, the Videstra solution similarly manages third party streaming content and generic internet streams. Now broadcasters and their teams only need one, unified workflow for all these sources. In addition, Videstra offers cloud sharing tools so partner stations can share content with each other without requiring any real-time user involvement eliminating disruption to their workflow. For complete information, visit [www.videstra.com](http://www.videstra.com).

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