

## **PRESS RELEASE**

*For Immediate Release*

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### **Videstra VestraView Wins NewBay's Best of Show Award, Presented by TV Technology**

LAS VEGAS — VestraView manufactured by Videstra LLC is a recipient of the NewBay Best of Show Award, presented at the 2018 NAB Show by *TV Technology*.

NewBay's Best of Show Awards are evaluated by a panel of engineers and industry experts, and are selected based on innovation, feature set, cost efficiency and performance in serving the industry.

Winners receive an award for display and will be featured in *TV Technology*, the digital television authority, serving the broadcast, cable, production, post production, business and new media markets.

All nominated products are special Best of Show Awards Program Guide, to be distributed in digital edition featured in the form to more than 100,000 readers of *TV Technology*, *Digital Video*, *Video Edge*, *Government Video*, *Radio World*, *Radio magazine*, *Pro Sound News* and *Sound & Video Contractor* after the convention.

VestraView™ by Videstra® provides a complete software and hardware solution for live camera and video streaming control, routing, and digital publishing. A cloud-based sharing service is also available. Engineered specifically for broadcasters, Videstra is the One Workflow stations need to turn streaming media into broadcast and digital content. Videstra natively controls Axis, Sony, Bolin, and Truen/Lamar cameras, and can decode and digitally publish content from virtually any h.264 stream. Our software and V-Streamer hardware provide reliable and flexible decoding, graphic overlays, time-lapse and clip creation, and digital publishing in a unified, broadcast friendly workflow. The Vstreamer is a 1RU device that can decode four simultaneous camera or other h.264 streams into full resolution HDSDI. Two V-Streamers can be implemented for a total of 8 HDSDI outputs. The system can also automatically publish the content to multiple websites and other digital platforms.

"The NewBay Best of Show Awards at NAB are now in their fifth year," said Paul McLane, NewBay managing director, content. "The program seeks to shine a spotlight on relevant innovations in technology as seen around the million-square-foot exhibit floor of the industry's top trade show. The list of 2018 winners and nominees gives real insight into where and how rapidly our media tech businesses are evolving."

"We have worked very hard to make VestraView meet the exacting demands of the broadcaster," said Dan Desjardins, Videstra founder and director. "As broadcasters intensify their efforts to provide hyperlocal, even neighborhood level content, Videstra is providing them with tools to accomplish that while keeping the integration of the content simple which minimizes errors, disruptions to workflow, and costs."

### **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).