

From: Padcaster
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NEWS RELEASE
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**Worldwide Introduction of Padcaster Verse at NAB 2018
Booth C7749**

Las Vegas, Nevada: April 8, 2018—Padcaster, the company that transforms an iPad into an all-in-one video production studio, now introduces Verse, an elegantly simple, completely modular system that turns any smartphone into a professional mobile video production tool. The Verse is a turnkey solution that enhances content creation - live streaming or conventional acquisition - on a smartphone.

“We really established ourselves in the tablet world and continue to be amazed at how powerful a creative tool the iPad is. Now, we’re excited to expand our company into the smartphone space. The ability to use a handheld mobile device to shoot professional video opens up a whole world of possibilities,” says Padcaster founder and CEO, Josh Apter. “We carry our phones with us everywhere, and the portability of the Verse makes it easy to shoot quality video anytime, anywhere.”

The core of the Verse system is the compact Verse Grip that allows the user to securely lock in any smartphone with or without a case. The three built-in cold shoes are ideal for mounting microphones, lights and other accessories.

The Verse product line also features the Verse Cage, a military-grade aluminum cage and mount that provides added functionality. The Verse Cage comes equipped with an integrated dual tripod mount that allows the device to attach to a tripod with no additional hardware. The versatility and modularity of the system gives users the option to attach the Verse Grip and smartphone inside the Cage to utilize the 12 standard mounting threads around the Cage to attach additional accessories; or, when not shooting with a smartphone, the Verse Cage can be utilized as a DSLR cage.

For added support and stabilization, the kit includes the 3-in-1 X-Pod. A small yet powerful mini tripod and pistol grip combo, the X-Pod is also a 3200MaH power bank to keep the device charged. Another option for stabilization is the ultra-flexible G-Pod, a ball-style handle grip and tripod with a claw ball head in one.

Also included is the self-powered Padcaster Mini Mic. With both TRS cable and TRRS output cable included, the Mini Mic fits perfectly on the Verse Grip and Cage making it the ideal microphone to capture high quality audio while on-the-go. The Mini Mic also includes both a shock mount and a windscreen.

“The Padcaster brand and product line has dramatically expanded since we launched the initial Padcaster Case in 2012,” said Padcaster President, Jon Goldberg. “Amongst the many accessories we’ve added to the Padcaster ecosystem since we started the Company, the Verse is the most important addition since the original Padcaster Case. As the quality of cameras on smart devices continues to improve, we will keep innovating and introducing new products to enhance the capabilities on mobile video production.”

Padcaster offers a full product line of additional tools and accessories to transform your iPad or smartphone into a complete mobile production studio.

The Verse is being introduced for the first time at NAB 2018 in Booth C7749 with an MSRP of \$359.99.

For more information about the Verse, other Padcaster products, or to place an order, visit: padcaster.com

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About Padcaster

Featured in Apple’s “**Your Verse**” international advertising campaign for the original iPad Air, as well as the iPad Air 2 “**Change**” campaign, Visa’s “**Visa Checkout**” campaign, CBS’s “**Madam Secretary**,” NBC’s “**A.P. Bio**,” Showtime’s “**Ray Donovan**” and others, Padcaster is a patented, rugged multifunctional iPad solution that transforms the iPad into an all-in-one mobile production studio. Padcaster’s expanded product line now includes the Verse, Padcaster Parrot Teleprompter and a complete line

of value-added accessories to enable consumers to shoot, edit and upload video on the fly - or stream live right from the iPad or smartphone. More than an innovative way to mount an iPad or smartphone to a tripod, Padcaster transforms your mobile device into an all-in-one production tool that enables a new category of convenient and cost-effective professional quality video documentation and production.

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