**NEWS RELEASE**

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**Teradek Announces New Encoder: Vidiu X**

*Teradek launches Vidiu X: an all-in-one hardware encoder that helps content creators broadcast high quality live video for today’s all-time peak in live streaming.*

Irvine, CA — Teradek launches Vidiu X: a powerful HD streaming encoder solution for live streaming videographers and content creators.

Vidiu X uses H.264 video compression to capture and encode live video and broadcast it in HD to streaming platforms like Facebook Live, YouTube Live, Twitch, and Ustream.

Built for streamers seeking 1080p video resolution and an encoder that’s HDMI-compatible with cameras, switchers, and media players, Vidiu X enters the market at a time when live streaming is experiencing a massive boom, with a noticeable uptick since COVID-19.

**Why the love for live streaming?**

"COVID-19 has permanently changed the online media landscape with millions of people spending more time than ever watching live streamed content," said Michael Gailing, Teradek’s Vice President & General Manager of Live Production products. “Vidiu X is our contribution to this rapidly-changing market, making it easier than ever for schools, houses of worship, and small businesses to produce and stream professional-quality live events.”

**What about streaming from your smartphone?**

“Smartphones may be the easiest way to stream live video online. But content creators need something far more powerful to create high quality, engaging live content," Gailing explains. "Vidiu X provides more than just industry-leading video quality. It also seamlessly integrates with larger multi-camera productions. And with network bonding built in, Vidiu X allows you to stream reliably from just about any location you find yourself in."

**HDMI Compatible**

Vidiu X easily plugs into cameras, hardware switchers and media players with HDMI outputs, giving users multiple video source options to choose from.

**HD Quality**

Streaming without an encoder comes with serious limitations, including high quality audio, power, and stability. Designed for 1080p60 video and compatible with a wide range of production gear, Vidiu X allows users to showcase noticeably upgraded video quality without worrying about their streams dropping off.

**Stream to Multiple Platforms at Once**

With Sharelink, Teradek’s cloud streaming platform, users can broadcast to multiple streaming destinations at the same time, including several Facebook Pages or a combination of various social media and online video platforms.

**Stay Connected**

For users who want better control of their network connection, Teradek's Sharelink is an additional service for Vidiu X that allows users to combine bandwidth from Ethernet, WiFi, USB Modem, and several LTE connections to create a single robust uplink for higher quality, more reliable broadcasts from any location.

**Stream Reliably from More Locations**

Vidiu X’s compact size and portability makes it easy to mount to cameras and take to more shooting locations. It’s also USB-C powered, which makes it simple to keep streams up and running throughout the day.

**Seamless Setup with the Vidiu App**

With the **Vidiu App** for iOS and Android, users can locally configure their destinations, stream settings, and network connections, all from their smart device. Users can even monitor the live feed right from the app to ensure everything looks good.

**Other Vidiu X Features**

* **USB-C** to use with power banks
* **WiFi-6** for higher data rates and better performance with high-usage networks
* **Sharelink** (Teradek’s cloud streaming platform) for bonding and multi-destination streaming (optional service)

**Pricing:**

Starting at $699 (US), the new Vidiu X is available to order on [teradek.com/vidiux-launch](http://www.teradek.com/vidiux-launch) and at select retailers.

**About Creative Solutions**

Headquartered in Southern California, Vitec Group’s Creative Solutions Division designs and manufactures premium products for broadcasters, film and video production companies, independent content creators, and enterprise businesses. Comprising the brands Teradek, SmallHD, and Wooden Camera, Creative Solutions products are used around the world for sports, news, live events, film and television production, and online streaming. Creative Solutions has manufacturing and R&D centers in the US, UK, Israel, and continental Europe.

**About Teradek**

Teradek designs and manufactures high-performance video solutions for broadcast, cinema, and general imaging applications. From wireless monitoring, color correction, and lens control, to live streaming, SaaS solutions, and IP video distribution, Teradek technology is used around the world by professionals and enthusiasts alike to capture and share compelling content. [www.teradek.com](http://www.teradek.com)

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