**NEWS RELEASE**

Creative Solutions
[www.teradek.com](http://www.smallhd.com)

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**Teradek Joins the NDI® Ecosystem**

***Teradek Cube 700 Series owners can now add NDI® for better quality, lower latency IP video delivery***

* Hailed as one of the most efficient protocols in existence, NDI is now enabled for the Cube 700 Series Encoders
* Teradek’s Cube 705 and 755 encoder owners can now purchase an NDI license
* NDI enables Cube owners to transport frame-accurate IP video without long distance cables

Irvine, CA — Teradek joins the NDI**®** ecosystem to power its innovative line of encoders: Teradek Cube 705 and Teradek Cube 755. By purchasing an NDI license, Cube owners can use NDI to send video over IP with more ease and efficiency.

Developed by NewTek, NDI (Network Device Interface) is hailed as one of the most efficient protocols on the market for local network video stream delivery. It moves live digital media around with a user’s existing software applications, computing devices, and networks. It preserves visual quality, frame accuracy and sound synchronization while merging all stages of production from start to finish.

“Software-driven IP workflows have become ubiquitous in video production,” said Michael Kornet, vice president, NDI. “NDI-enabled devices like Teradek Cube 705 and Cube 755 exponentially increase the video sources available for live production creating efficiencies and opportunities for customers that did not previously exist. NDI is the most widely adopted IP technology on the market, epitomized by the millions of customers with access to it today.”

Since NDI puts video feeds on a network, Cube owners no longer need to rely on HDMI or SDI long distance cables. NDI also seamlessly integrates with vMix, TriCaster**®** and other switchers. And for those concerned about SRT, Cube owners can still use SRT for remote feed transport to a TriCaster, and NDI for local ingest.

"Cube has always been referred to as the ‘Swiss Army knife’ of video encoders, offering incredible flexibility in a tiny chassis," said Michael Gailing, Teradek’s General Manager of IP Video and Live Production. "Now with NDI, Cube fits seamlessly into any kind of production workflow, from remote contribution to local ingest over IP."

Cube 705 and Cube 755 owners can purchase an exclusive NDI license on the Teradek website by visiting <http://tdek.co/ndi-launch-pr>

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**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 amateurs alike to capture and share compelling content. [www.teradek.com](http://teradek.com/?utm_source=inbroadcast&utm_medium=advertorial&utm_campaign=rangerlaunch)

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