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News Release



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## **Vaddio Crosses Threshold Into Global Broadcast Market at IBC 2009**

*Stop by Booth 11.E59 to view Vaddio's new broadcast product offerings*

MINNEAPOLIS, MN (September 8, 2009) – Vaddio, the global leader in robotic PTZ cameras and camera control systems in the audiovisual and videoconferencing industries, will cross into the global broadcast market at this year's IBC. IBC is the leading international forum for the electronic media industry, attracting over 1,000 exhibitors from more than 130 countries. With the show just around the corner, Vaddio would like to review its latest broadcast product offerings that will be on display at the show, including new PTZ cameras, seamless switchers and video scalers/converters.

“Our products are shifting more and more to the broadcast realm,” explains Rob Sheeley, president of Vaddio. “Because IBC is the premier global broadcast event, we are thrilled to introduce our products and get the broadcast community acclimated to our technology. We do more than just AV and videoconferencing. IBC is the ideal event to demonstrate our broadcast capabilities.”

Leading the booth this year will be Vaddio's ClearVIEW HD-18 single CCD high definition PTZ camera, equipped with a 1/3-inch, 1.3 megapixel CCD imaging sensor, a glass multi-element wide

dynamic zoom lens (18x optical), a tally light and a 1.8-lux rating, providing superior images in a wide range of high-definition video applications. An optional HD-SDI card will be available fourth quarter. Other new PTZ cameras displayed in the booth include the Panasonic AW-HE100 and the new Sony BRC-Z330.

Vaddio will be debuting two new seamless switchers at IBC: the ProductionVIEW HD-SDI and ControlVIEW XHD. Due to the increased demand of Serial Digital Interface (SDI), Vaddio created the ProductionVIEW HD-SDI multi-camera control system with an integrated 6 x 2 HD/SD-SDI seamless video switcher. The ProductionVIEW HD-SDI is designed to connect easily via a single coax cable for video. ControlVIEW XHD is an automated robotic PTZ camera controller with HD, RGBHV and SD video switching, video transitions and camera preset trigger functionality. ControlVIEW XHD is designed to control up to six PTZ cameras (or other video sources) and assign up to 72 total preset positions. The 6 x 1 switcher accepts analog SD, HD and RGBHV on all inputs and up/downscales these signals to dual program outputs at either an SD, HD or RGBHV resolution.

The UXHD CrossPoint, a universal analog video/HD-SDI and SD-SDI video scaler and converter, can convert or scale an analog video signal to HD/SD-SDI, while also allowing the HD/SD-SDI signal to be converted and/or scaled to an analog signal.

Stop by booth 11.E59 to see our complete line of cameras, switchers and camera control equipment.

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**About Vaddio:**

Vaddio is the leading manufacturer and OEM distributor of specialty PTZ cameras and high-end camera control systems used in the broadcasting, audio/visual and videoconferencing industry. Headquartered in Minneapolis, MN, Vaddio also has operations throughout the Americas, as well as sales and support partners throughout the world. More information can be found on the Vaddio website, [www.vaddio.com](http://www.vaddio.com) or at (800) 572.2011.

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