

27 April 2022

BirdDog releases 14 New SKUs and Partners with Zoom at NAB Trade Show

Highlights:

- BirdDog has launched six new hardware and eight new software SKUs at NAB
- BirdDog has received coveted NAB Best of Show product awards for:
 - its recently launched Core 5 and Core 7 on-camera monitor; and
 - its BirdDog Cloud platform for direct integration on Adobe of Cloud Connect
- Zoom joined BirdDog's booth at the industry's biggest trade show, NAB, as Zoom's only presence at the event, reinforcing BirdDog as a vehicle for its corporate market

BirdDog Technology Limited (ASX: BDT) ("BirdDog" or "the Company"), a global video technology company that enhances the quality, speed and flexibility of video through a range of solutions, augmented with NDI® (Network Device Interface), is pleased to announce it has released a total of 14 new SKUs at the NAB conference in Las Vegas and has also expanded its partnership with Zoom including co-branding a booth at the biggest industry trade show, NAB held on 23-27 April 2022.

BirdDog launches multiple products at NAB

- Six new hardware products covering BirdDog's camera, converter, AV and monitor portfolios to drive incremental revenues across the categories
- Eight new software SKUs released, to drive and energise software revenue contribution
- Feature updates across the entire product portfolio for the 50,000+ existing BirdDog hardware customers, including cloud-native architecture embedded in every BirdDog SKU (both existing and new)

The Company will provide further information in the BirdDog quarterly to be released on Friday 29 April. For more information on BirdDog's product launches at NAB visit: <https://birddog.tv/nab2022/>



BirdDog awarded Best Monitor Recorder and Best of Show - NAB 2022

BirdDog's brand-new entry into the 'on-camera' monitor market with its Cloud-first Core 5 and Core 7 specifically designed for live production outlets has culminated in the prestigious Videomaker award as the Best Monitor Recorder category.



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BirdDog was also awarded Best of Show 2022 for its BirdDog Cloud platform for the direct integration on Adobe of BirdDog's Cloud Connect, enabled by BirdDog's subscription model for Cloud.



Zoom & BirdDog NAB Conference Collaboration

BirdDog has continued to significantly expand its relationship with Zoom with the co-branding of their booth at the NAB trade show in Las Vegas. The participation at BirdDog's booth at NAB is Zoom's only presence and comes off the back of BirdDog's broadcast-quality, low-latency cameras whereby the camera picture quality allowed Zoom to demonstrate their latest 'smart gallery' feature. The presence of Zoom at BirdDog's booth is their only participation at the world's biggest broadcast trade show over the past three years.

Zoom Rooms Smart Gallery

Smart Gallery is a Zoom Rooms feature that uses cutting-edge hardware and AI to create individual video feeds of in-room participants, giving remote participants a clearer view of their in-room counterparts. BirdDog's deep integration with the Zoom platform simplifies collaborative meetings and enhances engagement by integrating control of cameras and NDI® network source functions directly from Zoom Room control surfaces.

BirdDog's NDI® to USB Zoom capability

The introduction of the NDI® to USB adapter further embeds BirdDog's NDI® solutions into every single Zoom meeting by allowing any user to simply plug in the USB adapter to their laptop or device and instantly tap into any number of video sources in an organisation.

This is a step change in capabilities for hybrid meetings along with a truly enabling technology which reduces the burden on IT departments to install and maintain software deployments and enables BYOD (Bring your own Device) to be included in rich meeting environment.

The BirdDog 'pod' is the Company's world-leading NDI® to USB Webcam device that accesses any NDI® video and converts to a USB webcam, enabling connection to Zoom (and Microsoft Teams, Google Meet etc) and any conferencing or software application that supports a USB Webcam input.

For more information on the BirdDog pod visit <https://birddog.tv/pod-overview>

- Ends -

Authorised for release by the BirdDog Technology Board



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About BirdDog

BirdDog is a global video technology company that enhances the quality, speed and flexibility of video through a range of solutions, augmented with NDI® (Network Device Interface).

This enables video-compatible products to communicate, deliver and receive high-definition video over a computer network in a broadcast-quality, low-latency manner, that is frame accurate and suitable for switching in a live production environment.

BirdDog develops and manufactures a range of solutions, including:

- Pan-tilt-zoom (PTZ) Cameras
- Box Cameras
- Converters
- AV Products
- Controllers & Accessories
- NDI® Embedded Smart Display Modules
- Cloud Software Platforms

End users of BirdDog's products cover a wide range of market segments, including Professional Video, Broadcast, Audio Visual and large private and public sector organisations.

For more information on BirdDog, please visit **www.birddog.tv**



WELCOME TO THE WORLD OF NDI®.

WE'VE BEEN EXPECTING YOU.