



## BirdDog establishes global strategic technology partnership with Avid

BirdDog Technology Limited (ASX: BDT) ("**BirdDog**", "**BDT**" or the "**Company**"), the global leader in broadcast quality, software-enabled video solutions, provides an update in line with its strategic intent. BirdDog is pleased to announce a strategic technology partnership with Avid Technology Inc ("**Avid**") a global technology provider powering the media and entertainment industry.

In collaboration with Avid's engineers and software development team, the partnership will permit BirdDog to embed its Cloud Panel within Avid's Media Composer platform, providing global collaboration and remote review and approval capabilities to any Avid video editing suite. The partnership significantly enhances BirdDog's go-to-market strategy, connecting BirdDog with Avid's growing Media Composer subscription base.

This innovative solution allows TV and Film projects of any scale, from Indie through to Hollywood, to be cut and finished from any connected location globally. Media Production houses can ensure they have the best eyes on the editing process - a producer no longer needs to be flown in to physically attend the edit session, they can collaborate in real-time with the editor via their iPad or Smart TV, rather than waiting for a rough cut to be sent to them. This results in faster delivery of a higher quality show.

Media Composer - Avid's video editing application - is one of Avid's primary paid software subscription tools available for beginners through to Enterprise customers, across multiple price points. As of 30 June 2023, Avid's aggregated active, paid Media Composer subscriptions exceeded 500,000 (up over 20% year-on-year). During the last 12 months, Avid creative tool downloads exceeded 1 million, reflecting a significant market opportunity for BirdDog.

The partnership with Avid further validates BirdDog's strategy of partnering with global industry leaders and deploying BirdDog's IP to accelerate penetration within multiple markets, accelerating global roll-out of its software-led connected workflow solutions.

Dan Miall, BirdDog's Chief Executive Officer and Managing Director stated:  
*"BirdDog's Avid partnership validates our focus on software-led, connected workflow solutions, further reinforcing our collaborative Cloud strategy. We are genuinely excited to add some BirdDog ingenuity into one of the world's leading creative tool makers, Avid. Renowned for their award-winning technology solutions which make, manage and monetise today's most celebrated video and audio content, Avid's extensive network reach includes markets in - and adjacent to - BirdDog key markets, from iconic movies and binge-worthy TV series, as well as network news, sports, recorded music and live performance."*

- Ends -

**Authorised for release by the BirdDog Technology Board**

***Easy to use Technology to help Broadcast your 'wow'.  
Reach more people, with more impact, more often.***

For further information please contact:

**Barry Calnon**

Chief Financial Officer  
+61 433 026 494  
[barry@birddog.tv](mailto:barry@birddog.tv)

**Sam Wells**

Investor/Media Relations  
+61 427 630 152  
[sam@nwrcommunications.com.au](mailto:sam@nwrcommunications.com.au)

**ABOUT BIRDDOG**

BirdDog is a global broadcast-quality video technology company that enhances the resolution, speed and flexibility of video through a range of software-led 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 connected workflows and software solutions, including:

- Pan-tilt-zoom (PTZ) Cameras
- Box Cameras
- Converters
- AV Products
- Controllers & Accessories
- Monitors
- 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](http://www.birddog.tv)

**WELCOME TO THE WORLD OF NDI®. WE’VE BEEN EXPECTING YOU.**

