

BirdDog P4K & P120 cameras achieve Zoom Hardware Certification

BirdDog Technology Limited (ASX: BDT) ("**BirdDog**", "**BDT**" or the "**Company**"), the global video technology company enhancing video broadcast and communications is pleased to announce two BirdDog cameras have been certified as part of the Zoom Hardware Certification Program.

Highlights:

- **BirdDog's P120 and P4K cameras receive Zoom hardware certification**
- **BirdDog joins Sony and AVer as one of only three Pro AV camera manufacturers certified by Zoom globally**
- **Enhances path to market for large-scale Enterprise sales opportunities**
- **Further BirdDog product Zoom certifications anticipated in coming months**
- **Focus on Enterprise tender and sales & marketing activities to seed the market**

The extensive certification program, run by global technology company Zoom Video Communications, Inc ("**Zoom**", **ZM.NASDAQ**), is specifically designed for manufacturers of technology hardware products to ensure compatibility and integration with Zoom software and systems. The program includes comprehensive third-party testing as well as Zoom's own stringent assessment protocols and is designed to create a broad ecosystem of certified products to provide corporate and enterprise customers with an enhanced, reliable and seamless communications experience.

As part of the certification process, BirdDog's core P4K and P120 cameras are now listed on the Zoom Certified Hardware page¹ as two of four Pro AV Camera models with the "**Zoom certified**" badge - alongside products from Sony and AVer. As a result, BirdDog will now be listed in Zoom's hardware partner directory as a recognised and trusted partner, which the Company anticipates will open multiple global, enterprise-level sales opportunities.

Critically, Zoom certification is relied upon by Zoom's Enterprise customers - a key, high-growth segment that represented 57% of Zoom's USD\$1.1 billion revenue for Q1 FY24 (ended 30 April, 2023).



¹ <https://support.zoom.us/hc/en-us/articles/360033608731-Zoom-Rooms-Certified-Hardware>



Commenting on the Zoom certification, Dan Miall, Co-Founder & CEO of BirdDog said:

"We are thrilled to have received Zoom certification for the 'bookends' of our camera range, a significant step in validating BirdDog's product portfolio across an expanded potential customer base. Not only does it demonstrate our commitment to providing customers with high-quality and reliable hardware solutions that integrate seamlessly with Zoom software, it will amplify our path to market for large-scale enterprise customers who only transact with Zoom certified partners.

We are incredibly proud of this milestone achievement and anticipate the Zoom certification to open-up significant corporate and enterprise-level sales opportunities for BirdDog as one of only three global Pro AV camera manufacturers to receive the certification. The certification from a leading global video communications specialist in Zoom highlights the importance of our continued research & development investment through product cycles.

It's particularly pleasing to now officially form part of the growing Zoom certification ecosystem and we look forward to strengthening our partnership to enhance the video communications experience for an expanding set of customers globally."

- Ends -

Authorised for release by the BirdDog Technology Board

For further information please contact:

Barry Calnon

Chief Financial Officer

+61 433 026 494

barry@birddog.tv

Sam Wells

Investor/Media Relations

+61 427 630 152

sam@nwrcommunications.com.au

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 connected 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

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

